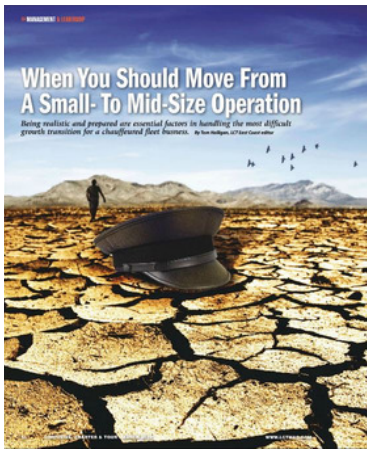
LCT
LIMOUSINE, CHARTER & TOUR

2017 MEDIA KIT & PLANNING GUIDE



LCT MAGAZINE is the #1 source of information for the chauffeured transportation industry. For over 30 years, Limousine, Charter & Tour has been the industry's primary source of news, features, reference information, and industry benchmarking.

CONTACT INFORMATION

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NLA Corporate Liaison

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www.lctmag.com

THE LCT BRAND

EDITORIAL FOCUS & EXPERTISE
Beyond traditional livery transportation, LCT also covers all types of charter, tour and chauffeured transportation, including bus management in every regular issue of the magazine. We cover technology extensively, as well as business operations, finance and insurance, and vehicle maintenance. LCT Magazine reaches 8,501 print subscribers and 5,090 digital subscribers each month.

LCTMAG.COM
LCTMag.com is the worldwide portal for industry news, research, statistics and information. Everything an operator or supplier could ever want to learn about the industry is found at LCTMag.com. Make sure your company is seen when website visitors are searching for business resources.

LIMOFORSALE.COM
LimoForSale.com is a safe and secure way to buy and sell pre-owned sedans, vans, buses and stretch limousines with state-of-the-art technology.

AWARD-WINNING E-NEWSLETTERS
Reaching more than 8,000 subscribers every week, LCT publishes four newsletters: LCT E-News Weekly, LimoForSale Limo Showcase, LCT E-News: Weekend Edition, and LCT Connect Affiliate Report.

INTERNATIONAL LCT SHOW
Held annually in Las Vegas, the International LCT Show is the industry's official "pre-spring buying show," the largest event of its kind. The National Limousine Association is our official partner. Print and online advertisers receive special booth pricing AND premium placement on the show floor.

In addition to the International LCT Show, LCT-NLA Show East and the LCT Leadership Summit provide opportunities to develop relationships with our audience. Visit our show websites to learn more: www.LCTSHOW.com, www.LCTEAST.com, and www.LCTSUMMIT.com.

LCT Magazine has gown up with you, the coach builder, bus builder, dealer, financer, insurance provider, operator and technology business for 30 years.

LCT has changed with the times - from a primarily chauffeur-centered publication to one that encompasses total fleet operations including all luxury chauffeured vehicles such as limousines, sedans, vans, mini buses, limobuses and motorcoaches.

LCT constantly moves forward to be in front of ever-changing industry demands.

Sara Eastwood-Richardson. Publisher

PRINT

EDITORIAL

Limousine, Charter & Tour is the #1 source of information for professional limousines, charter bus, and sedan operators. Since its inception in 1983, the magazine has been the industry's primary source of news, features, reference information and statistics. Editorial content is timely, accurate, and drawn from the most knowledgeable sources in the industry.

Our magazine is devoted to helping operators turn bigger profits by increasing revenue and with smart cost savings. The magazine is packed with immediately useful business tips.

We have committed to the industry we proudly serve by becoming actively engaged, not merely reporting.

LCT MAGAZINE FACT BOOK

The place to find comprehensive industry statistics, parts and equipment, services and products, and networking connections.

Exclusive Industry Research: Includes original research compiled by LCT editors for various industry surveys including: fleet sizes, comparisons by company size, gross operator revenue, industry demographics, salary surveys and earnings potential, service prices, and profit averages.

Current Directories & Supplier Listings: Every company or organization you may need to contact in the course of your business, including associations (regional and national), manufacturer-recognized dealers, manufacturers categorized by vehicle type, and 100's of suppliers of in-vehicle amenities to insurance and financing.

BONUS DISTRIBUTION

LCT Magazine is distributed at key functions during the year, ensuring that professionals who recommend chauffeured transportation services know you and what your business offers. In 2017, we plan to distribute at GBTA and BusCon, as well as our own events, which include the International LCT Show and LCT/NLA Show East.

PRINT AD SPECS

GENERAL INSTRUCTIONS
Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word "advertisement" on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

INVOICES, CREDIT & CONDITIONS
Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

POSITIONING REQUESTS
Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

SEQUENTIAL LIABILITY
Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

PUBLISHER'S LIABILITY
Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements.

Publisher's liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

DIGITAL AD PRODUCTION REQUIREMENTS
Complete digital ad specifications can be downloaded at www.lctmag.com. Click on the "Advertise" icon then "Ad Specifications."
All ad materials and production questions can be addressed to:
LCT Magazine
Sarah Paredes, Production Manager
3520 Challenger St., Torrance, CA 90503
Ph: (310) 533-2497 • Fax: (310) 533-2501
Email: sarah.paredes@bobit.com

DIGITAL SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):
Please contact LCT Production Manager for AdPortal information to upload your ad.

DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):
Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

INSERTS AND OTHER SPECIAL MARKETING INNOVATIONS
Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult with your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know—we would be happy to accommodate your special needs. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical
requirements, and shipping instructions.

MARKETPLACE / CLASSIFIED ADVERTISING
Please call or email: classifieds@bobit.com or consult with your LCT Regional Sales Manager for more information. Typesetting is complimentary.

NEW PRODUCT RELEASE SUBMISSIONS FOR EDITORIAL
Advertisers may send new product releases for complimentary editorial publication to: lct@bobit.com, martin@lctmag.com or via regular mail. Only 5" X 7" @ 300 dpi color photos or images are acceptable for proper production quality. We do not guarantee product release placement or editorial PR text will appear in an issue. Editor has sole right to choose materials for inclusion.

WEB: LCTMAG.COM

ONLINE MARKETING - A UNIQUELY MEASURABLE WAY OF ENSURING RETURN ON INVESTMENT

LCT LIMOUSINE, CHARTER & TOUR

FAQs

How many unique visitors do you have on your site monthly?	How many unique user visits does your site get each month?	How many pageviews does your site get each month?
30,073	40,515	90,991

HOW CAN YOU PROVE YOUR ONLINE TRAFFIC?
All our reports about our site traffic are generated by Google Analytics, the gold standard for web reporting. We will provide average pageviews, visits and unique visitors for the page(s) where your ad appears.

HOW WILL I MEASURE THE PERFORMANCE OF MY AD ON YOUR SITE?
You will receive a report from us from the independent ad tracking service Open Ad Stream. You'll see how many impressions your ad received, as well as how many click-throughs. This information will help you evaluate online media, reviewing the effectiveness of your creative and copy.

HOW "ENGAGED" IS YOUR ONLINE AUDIENCE?
Our online users are active and engaged on the site. They visit an average of 1.34 times per month and they spend an average of 1:43 minutes per visit.*

HOW DO YOU KEEP USERS COMING TO YOUR SITE, AND THEREFORE, SEEING MY AD?
We produce a weekly e-newsletter that drives thousands of impressions to the site each week. Our writers, reporters, and bloggers post material daily. We do regular traffic-driving promotions to our email list. We cross-promote our site in our print magazine every issue, encouraging online viewership for web-exclusive material. We produce web-exclusive content that cannot be found anywhere but on our website.

CAN I SUBMIT MATERIAL TO BE PUBLISHED ON YOUR SITE?
Absolutely, we welcome contributions. Our goal is to provide a site with a variety of perspectives, voices, and levels of knowledge. Contact our editor to talk about specifics.

DO YOU HAVE VIDEO ON YOUR SITE?
Yes, and we welcome your submissions.

Source: June 2016 BPA Brand Report

WEB

ONLINE ENGAGEMENT = QUALIFIED LEADS AND INTERESTED BUYERS

LCTMAG.COM AVERAGES 90,991 PAGEVIEWS A MONTH ON OUR INDUSTRY-LEADING WEBSITE. WE AVERAGE 30,073 UNIQUE VISITORS AND 40,515 VISITS TO THE SITE EVERY MONTH.

The LCTMAG.com homepage is step one for operators and anyone affiliated with the chauffeured transportation industry looking for news, information, industry research, or wanting to start or engage in dialogue.

Our site traffic has grown in leaps and bounds over time, proving how vital our news delivery is to the industry.

This means high visibility and high potential recall for your ad message. We offer a variety of advertising formats, including rich media, page takeovers, video advertising and editorial sponsorships.

Our site performance is tracked by Open Ad Stream and we provide our advertisers with a performance report of not only how well your advertising is doing, but also how well our site is working for you.

CONTACT:

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Publisher
sara@lctmag.com
(253) 983-0515

TOP LEADERBOARD
728x90
40kb max file size
12-month minimum
Contact for rate

RIGHT 1
300x250
40kb max file size
12-month minimum
Contact for rate

RIGHT 2
300x250
40kb max file size
12-month minimum
Contact for rate

RIGHT 3
300x250
40kb max file size
12-month minimum
Contact for rate

BOTTOM LEADERBOARD
728x90
40kb max file size
Contact for rate

WEB

ONLINE ENGAGEMENT = QUALIFIED LEADS AND INTERESTED BUYERS

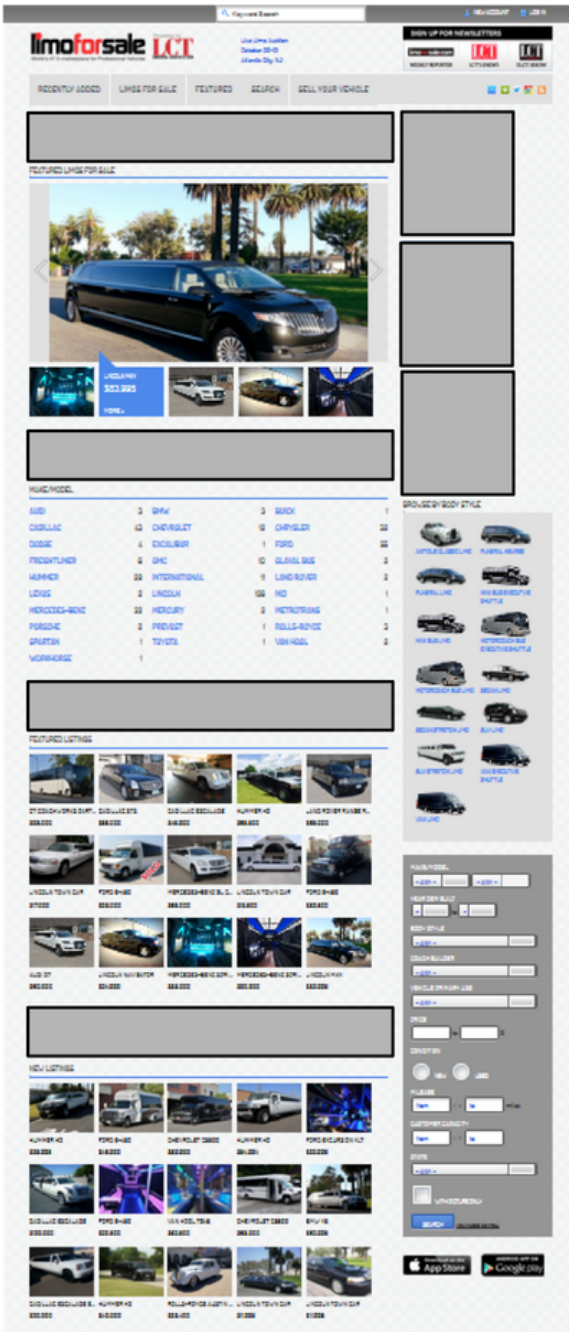
LCT
LIMOUSINE, CHARTER & TOUR

limoforsale
World's #1 E-marketplace for Professional Vehicles

LIMOFORSALE.COM AVERAGES OVER 700,000 PAGEVIEWS EACH MONTH, WITH MORE THAN 34,000 UNIQUE USERS.

LimoForSale.com is a safe and secure way to buy and sell pre-owned sedans, vans, buses and stretch limousines with state-of-the-art technology. It's easy to list your vehicle and upload photos directly to the website, and multiple pricing packages are available.

In addition to vehicle listings, LimoForSale.com offers featured listings and banner ads. Ad positions are available on the home page as well as in other areas. Advertisers can target a certain search results page, or pages viewed when browsing particular vehicle categories or makes/models. Let us know your goals and we can help you be seen in the most effective way possible.



TOP LEADERBOARD
728x90
40kb max file size
12-month minimum
Contact for rate

RIGHT 1
300x250
40kb max file size
Contact for rate

RIGHT 2
300x250
40kb max file size
Contact for rate

RIGHT 3
300x250
40kb max file size
Contact for rate

MIDDLE LEADERBOARD
728x90
40kb max file size
Contact for rate

BOTTOM LEADERBOARD
728x90
40kb max file size
Contact for rate

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WEB

LCT E-NEWS WEEKLY & WEEKEND EDITION

LCT E-NEWS IS THE #1 WEEKLY E-NEWSLETTER FOR NEWS OF IMPORTANCE TO THE CHAUFFEURED TRANS-PORTATION INDUSTRY.

LCT produces two weekly e-newsletters to more than 8,000 subscribers, LCT E-NEWS WEEKLY and E-NEWS: WEEKEND EDITION. Both e-newsletters have open rates that are more than double the B2B average - a testament to the quality and urgency of our industry reporting.

LCT E-NEWS, sent on Wednesdays, includes editorial features and the top stories of the week and/or breaking news.

LCT E-NEWS: WEEKEND EDITION, sent on Fridays, offers a recap of top news, how-tos and fast facts relevant to the industry.

Both e-newsletters have advertising positions available - let us know your goals and we can help your brand gain exposure to this powerful audience.

TOP LEADERBOARD

728x90
40kb max file size
Contact for rate

RECTANGLE

4 right side positions available
160x300
40kb max file size
Contact for rate

FULL BANNER

4 "speedbump" positions available
468x60
40kb max file size
Contact for rate

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WEB

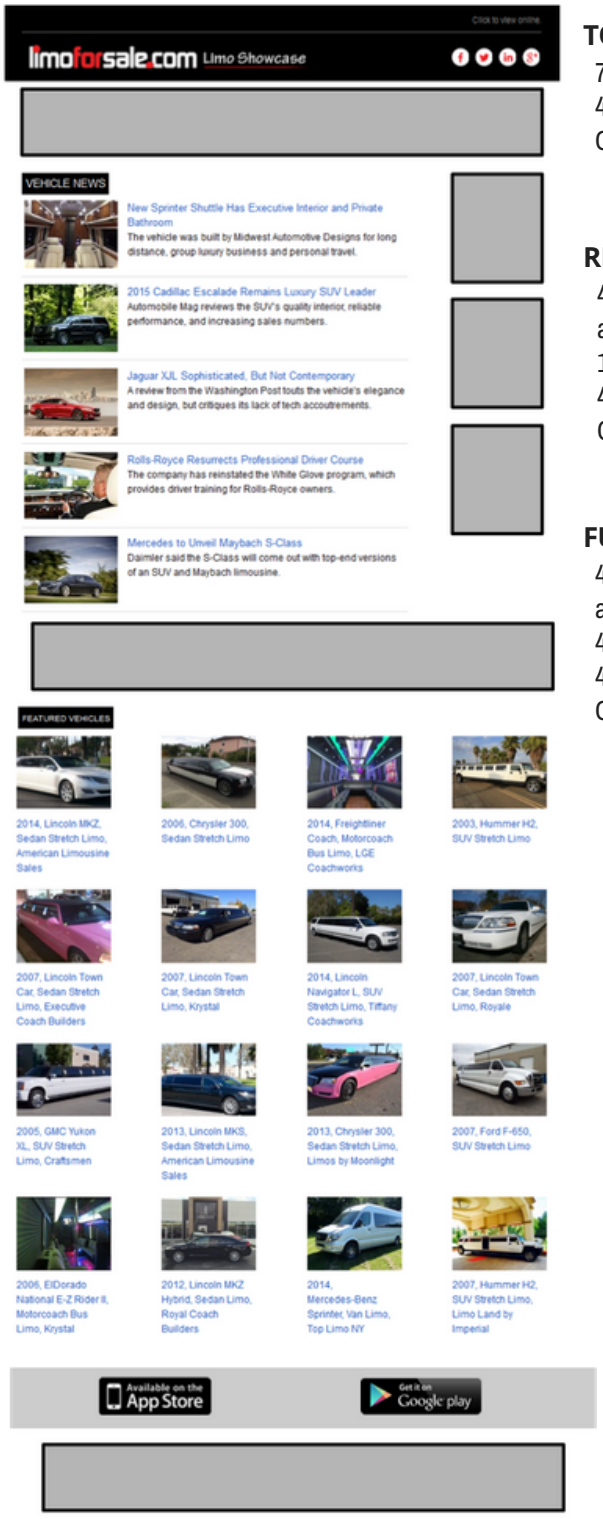
LIMOFORSALE WEEKLY
LIMO SHOWCASE

LIMOFORSALE LIMO SHOWCASE IS SENT EACH MONDAY TO 8,899 SUBSCRIBERS, FEATURING A SELECTION OF VEHICLES FOR SALE ON LIMOFORSALE.COM.

LimoForSale.com, powered by LCT, is the #1 online auto trader for the chauffeured transportation industry. Each week, we send an email newsletter to subscribers with special product features, Editor's Picks, the Sale of the Week and more.

Advertising on the Limo Showcase is a great way for suppliers of vehicles, insurance, and financing to reach buyers - but it's also effective for suppliers of all types who want to reach the industry.

Let us know your goals and we will help! Contact us for more information.



TOP LEADERBOARD
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4 right side positions available
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FULL BANNER
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WEB

DIGITAL EDITIONS

The digital edition of our print magazine is created with "flip book technology," which allows you to turn pages as naturally as a print magazine. The colors are bright, the contrast is excellent, and the feedback on your advertising can be immediate.

All ads and editorial mentions have hyperlinked URLs so a reader goes directly to your website. Our digital editions are archived, searchable, and accessible from our magazine's homepage. We provide all the search engine optimization to ensure good search results for your ad.

We offer some powerful programs that create impact within the digital edition, including interactive inserts, motion graphics in your ads, video links to your ad, and even digital-only catalog inserts. Rates depend on the features desired.

We can provide unique URLs, landing pages, and animated ads. We can create a "custom edition" of LCT with additional ad pages in the digital edition only. We have programs that allow you to offer the digital edition to YOUR clients, providing you with an affordable way to gain wider reach for your advertising.

Advertising opportunities in the digital edition include belly bands, portal page ads, podcasts, embedded audio or video, page animation.

To see the digital edition in action, log on to: www.lctmag.com/digitalmagazine

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E-MAIL MARKETING

We can assist with your e-mail marketing needs, providing everything from a simple list rental to a comprehensive, turnkey e-mail campaign.

Our e-mail promotional list of 8,471 e-mail subscribers is regularly "scrubbed" to ensure high deliverability for our advertisers.

We comply with all SPAM regulations and follow best practices for e-mail marketing. We maintain strict protocols for opt-out/opt-in subscribers to ensure that your message is delivered to someone who genuinely wants it.

We provide a post-deployment report with your unique and total open rates as well as total clickthrough rates. We can also do "split lists," where you can test different versions of your creative or copy. Depending on your specific needs, we may also be able to do geographic or title splits.

VIDEO

Video provides an innovative way to present your brand, allowing you to literally demonstrate your products or services. You can run video in your banner position and you can run videos on LCTmag.com's Video Section.

RICH MEDIA

This includes a wide variety of technology-driven advertisements. Rich media includes expandable ads, site overlays, floating ads, page takeovers, backgrounds, cursor ads, and audio ads. Material for rich media should be provided by clients. Rates depend on specific campaigns.

PAGE PEEL

Starting as a page curl in the upper right corner of the home page, when moused over the page peels down to present a 650X650 advertisement. Rates are CPM-based.

PRESENTATIONAL ADS

These high-impact advertisements are presented before a content page. This premium ad placement will bring your brand and product line to the attention of every web visitor. Rates are CPM-based.

TRADE SHOWS

The International Limousine, Charter & Tour Show has been the industry's premiere event for more than 30 years.

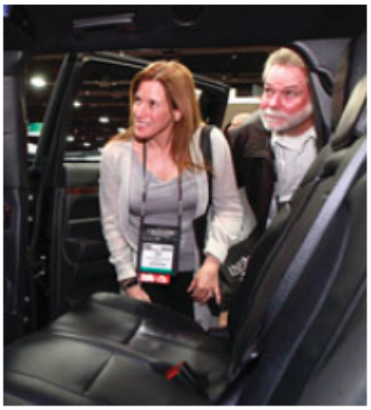
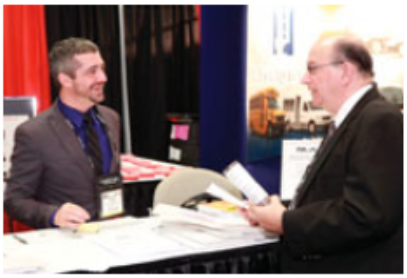
The International LCT Show gives exhibitors and sponsors a one-of-a-kind opportunity to meet pre-qualified leads in one location. The show attracts attendees from all over the world. In 2015, 32 countries were represented, including Australia, Brazil, China, South Africa and the United Kingdom to name just a few.

You'll meet with over 3,500 industry professionals from categories such as: Sedan Services; Limousine Operators; Party Car, Wedding, and Prom Operators; Airport Shuttle Companies; Tour & Charter Operators; Industry Associations; Hotels and Resorts; Destination Management Companies and more.

Exhibiting at the International LCT Show is the single best investment you can make for the success of your company.

INTERNATIONAL LCT SHOW 2017
www.LCTSHOW.com
March 13-15, 2017
Venetian & Palazzo Resort Hotel Casinos, Las Vegas

In addition to the International LCT Show, LCT-NLA Show East and the LCT Leadership Summit provide opportunities to to develop relationships with our audience. LCT-NLA Show East is held annually in Atlantic City, New Jersey and offers a full trade show marketplace, networking and education, targeted to East coast industry members but attracting attendees from all over. The LCT Leadership Summit is a smaller, intimate gathering for the most dynamic minds and leaders in the industry.

LCT-NLA SHOW EAST 2017
www.LCTEAST.com
November 5-7, 2017
Harrah's Resort, Atlantic City, NJ

LCT LEADERSHIP SUMMIT 2017
www.LCTSUMMIT.com
May 21-23, 2017
Nobu Hotel at Eden Roc, Miami Beach, FL