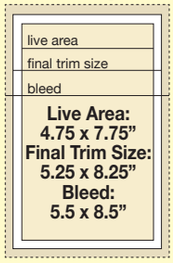
ART SPECS

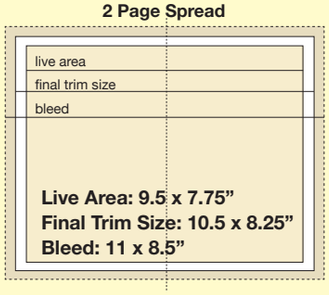
Digest Size Publications

Independent Contractor, GoTruckers magazine, Trucker's Connection, Lease Purchase Trucking, Driver Trainer Jobs, TruckJobSeekers magazine, Independent Trucker Jobs, Trucking 2011, Team Drivers and Women in Trucking

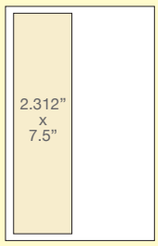
Full Page



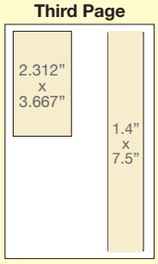
2 Page Spread



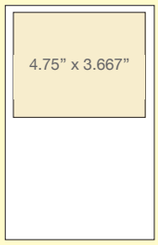
Half Page Vertical



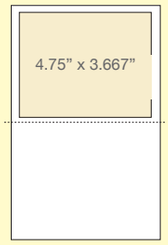
Quarter Page Third Page



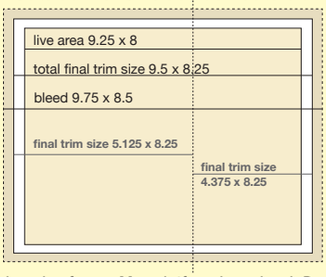
Half Page Horizontal



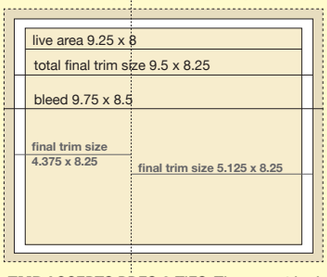
BRC



Outside Front/Inside Back Gatefold



Inside Front/Outside Back Gatefold

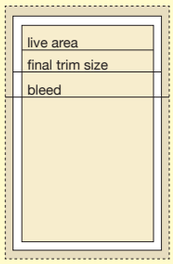


TMP is 100% digital. We use digital direct to plate (DTP) imaging from a Mac platform based on InDesign CS. **TMP** ACCEPTS PDFS & TIFS. They must be built to correct size specifications (including bleeds), CMYK, 300 dpi and all fonts must be embedded. Please contact our Art Department if you have any concerns in creating pdfs for specific guidelines. Ad submission, ftp site inquiries & questions should be sent to tmpart@targetmediapartners.com Digital files with laserprints and/or jpeg proofs should be supplied no later than the dates supplied by TMP. Ads supplied to us at non-standard sizes will be altered to fit at our discretion. Half and quarter page ads with white/light backgrounds may be given a border to define the ad. All BRCs are subject to Postal Regulations www.usps.com. BRCs not created to size will not pass regulations and may result in surcharges or rejected mail.

Full Size Publications

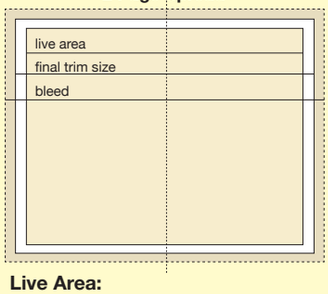
Job Opportunities for Owner Operators

Full Page



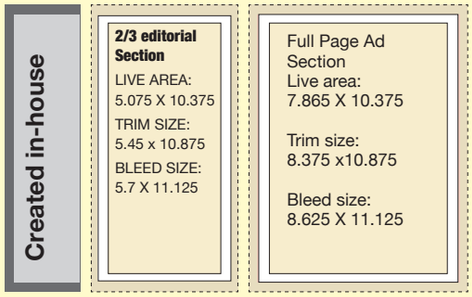
Live Area:
8.875 x 11.375"
Final Trim Size:
8.375 x 10.875"
Bleed:
7.875 x 10.375"

2 Page Spread

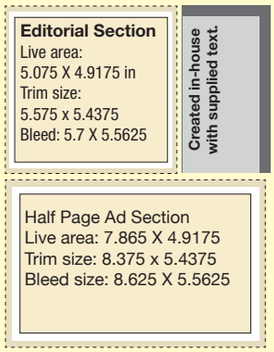


Live Area:
16.25 x 10.375"
Final Trim Size:
16.75 x 10.875"
Bleed:
17.25 x 11.375"

Profile on Spread



Profile on Single Page



"At a Glance" Text is supplied by advertiser.

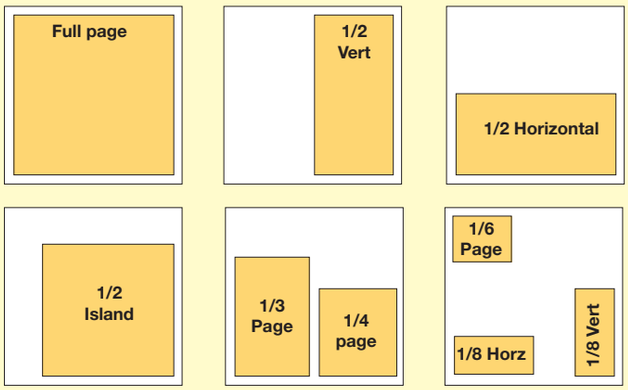
TMP is 100% digital. We use digital direct to plate (DTP) imaging from a Mac platform based on InDesign CS. **TMP** ACCEPTS PDFS & TIFS. They must be built to correct size specifications (including bleeds), CMYK, 300 dpi and all fonts must be embedded. Please contact our Art Department if you have any concerns in creating pdfs for specific guidelines. Ad submission, ftp site inquiries & questions should be sent to tmpart@targetmediapartners.com Digital files with laserprints and/or jpeg proofs should be supplied no later than the dates supplied by TMP. Ads supplied to us at non-standard sizes will be altered to fit at our discretion. Half and quarter page ads with white/light backgrounds may be given a border to define the ad.

ART SPECS

News Print

The Trucker

Ad Size	Width Depth
Full Page	10.375” x 11.5”
1/2 Page Island	7.75” x 8.5”
1/2 Horizontal	10.375” x 5.625”
1/2 Vertical	5.125” x 11.5”
1/3 Page	5.125” x 7.5”
1/4 Page	5.125” x 5.625”
1/6 Page	5.125” x 3.75”
1/8 Horizontal	5.125” x 2.75”
1/8 Vertical	2.375” x 5.625”
2-Page Spread	21.25” x 11.5”

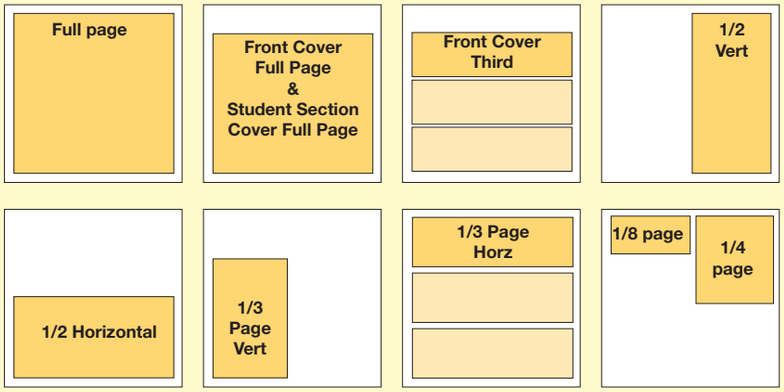


ELECTRONIC MATERIAL

PC FILE FORMAT: The Trucker is produced in Adobe InDesign CS2. We can also accept ads in Illustrator CS2 or Photoshop CS2, with all fonts & supporting graphics. Graphics: Photos and color graphics should be formatted as CMYK color, 300 dpi, to reproduced size. Line art should be formatted at 1200 dpi, to size. We get the best results with TIFF or EPS files. Art and photographs should be adjusted for SWOP-Newsprint reproduction. Black Point/White Point Photoshop settings for grayscale photos should be Highlights@4%, Shadows@80%. Total ink coverage should not exceed 260%. Small type reverses or large areas of dark background color do not reproduce well on newsprint. If you have questions about the reproduction of graphics in your ad, please feel free to call. Please supply ALL postscript font files and screen bitmaps used in preparing the ad. Media: CD or DVD Disk. Please supply a color proof for uploading reference and press checking; an inkjet print is acceptable. E-Mail: You may compress the files into a ZIP-IT compatible archive or archives and send as an email attachment to: production@thetrucker.com If more than one archive file is needed, please attach each to a separate e-mail message. Also, please fax a copy of the ad so we can check that all elements are present.

Regional Transportation Jobs— Southeastern I West I Southwest I MidWest

Ad Size	Width Depth
Full Page	10.375” x 11.6”
Front Cover Full Page	10.375 x 10”
Student Section Cover Full Page	10.375 x 10”
Front Cover Third	10.375 x 3.25”
Half Page Horizontal	10.375 x 5.625”
Half Page Vertical	5 x 11.6”
Third Page Horizontal	10.375 x 5”
Third Page Vertical	5.125 x 7.5”
Quarter Page	5.125 x 5.625”
Eighth page	5.125 x 2.75”



ELECTRONIC MATERIAL

PC FILE FORMAT: Regional Transportation Jobs is produced in Adobe InDesign CS3. We can also accept ads in Illustrator CS3 or Photoshop CS3, with all fonts & supporting graphics. Graphics: Photos and color graphics should be formatted as CMYK color, 300 dpi, to reproduced size. Line art should be formatted at 1200 dpi, to size. We get the best results with TIFF or EPS files. Art and photographs should be adjusted for SWOP-Newsprint reproduction. Black Point/White Point Photoshop settings for grayscale photos should be Highlights@4%, Shadows@80%. Total ink coverage should not exceed 260%. Small type reverses or large areas of dark background color do not reproduce well on newsprint. If you have questions about the reproduction of graphics in your ad, please feel free to call. Please supply ALL postscript font files and screen bitmaps used in preparing the ad. Media: CD or DVD Disk. Please supply a color proof for uploading reference and press checking; an inkjet print is acceptable. E-Mail: You may compress the files into a ZIP-IT compatible archive or archives and send as an email attachment to: production@thetrucker.com If more than one archive file is needed, please attach each to a separate e-mail message. Also, please fax a copy of the ad so we can check that all elements are present.