

AMERICAN TOWMAN



RATE CARD 2010

2010 RATES Black & White

	1x	3x	6x	12x
Full Page	2950	2840	2730	2510
2/3 Page	2370	2280	2170	2000
1/2 Page Island	1850	1770	1720	1540
1/2 Page	1770	1710	1680	1500
1/3 Page	1330	1290	1230	1130
1/4 Page	1040	1010	945	880
1/6 Page	735	700	680	640
Center spread	6370	6140	5930	5470

Covers - 4 Color Process Only

Cover 2	5390	5080	4800	4490
Cover 3	4660	4400	4150	3890
Cover 4	5950	5650	5390	5140

RATES Color

Any Process Color per page or fraction	390
Matched Color	450
4 Color Process Per Page	1030
Matched Metallic	1030
Bleed	70

INSERTS

Direct Response Cards	2450
Tip-In	Call For Quotes

Plus B&W rate sized as above for your tip-in.

Mechanicals: Trim size 8-1/8" x 10-7/8"

Bleed: Standard 1/8"

Type Page Size: 7" x 10"

DEADLINES

American Towman Magazine is published 12 times a year. Issue date is the first of each calendar month.

Issue date	Space Close	Material Close
January	November 30	December 5
February	December 31	January 5
March	January 30	February 5
April	February 27	March 3
May	March 31	April 3
June	April 30	May 4
July	May 29	June 3
August	June 30	July 3
September	July 31	August 5
October	August 31	September 4
November	September 30	October 5
December	October 30	November 4

COMMISSIONS

Recognized agencies receive a 15% commission on display advertising reserved through insertion order or contract when payment is made within 30 days of invoice date. No commission will be allowed after that date. Terms are net 30 days from date of invoice. No cash discounts are allowed. First time advertisers must pre-pay the initial month's ad. All classified rates are net.

ADVERTISING SALES CONTACT INFORMATION

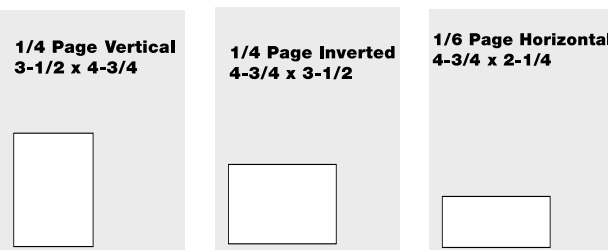
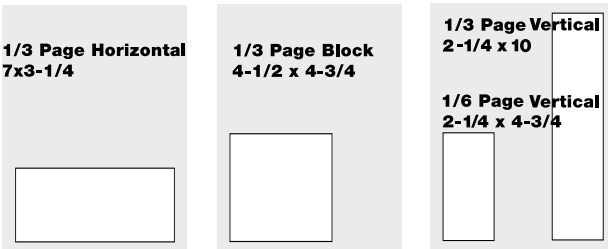
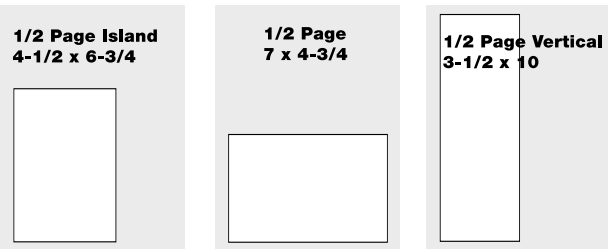
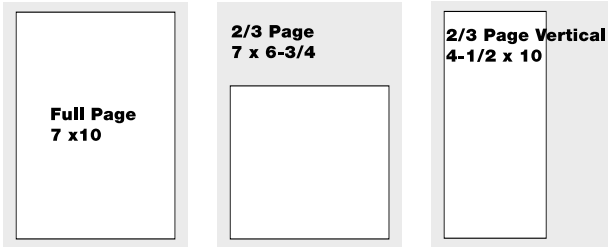
For more information on advertising call:
800.732.3869

Ms. Dennie Sorrenti ext. 213
email: dsorrenti@towman.com

Ms. Ellen Rosengart ext. 203
email: eronsengart@towman.com

FRACTIONAL AD SIZES

- ALLOW ROOM FOR THE READER SERVICE NUMBERS



2010 CLASSIFIED ADVERTISING RATES

(TOWMAN'S MARKET)

- Classified ads must be prepaid
- The boxes below are not to scale
- Space reservation is due by the first of the preceding month
- Email materials to: erosengart@towman.com
- No additional charge to add a photo
- All classified rates are net

<p>1" Classified \$125 (1" x 2 1/4")</p>	<p>3" Classified \$325 (3" x 2 1/4")</p>
<p>2" Classified \$225 (2" x 2 1/4")</p>	

PRODUCTION DETAILS

Printed Web Offset – Cover 80 lb.
 Inside 40 lb. Coated
Binding: Saddle Stitched
Reproduction Requirements:
 Digital files required, 133 line screen.
 PC or Mac submissions may be made via CD or via ftp to <ftp.towman.com>.
 DPI: 300 dpi
 FTP: Call for instructions and permission.
 PDF: High resolution CMYK with fonts embedded.

For additional production information contact:
 William Burwell (Art Director)
 800.732.3869 ext. 208
wburwell@towman.com



AMERICAN TOWMAN ON LINE

- ATOL -

Logo links at American Towman On Line

www.towman.com



1,000 Visitors Daily
 30,000 Visitors Monthly

Other opportunities are also available on ATOL's Home Page.

Call for Details!
800.732.3869

Two American Towman Shows

**American Towman Expo, November 20-22, 2009
 Baltimore, MD**

**Tow Expo International, April 30-May 1, 2010
 Houston, TX**

Call 800.732.3869 For Exhibit Sales

BLEED ALLOWED ONLY ON FULL, 2/3 & 1/2 PAGES!