

PRINT RATES

ADVERTISER BONUS: ENHANCE YOUR PRINT AD with video, audio, augmented reality and slide shows, making your ad in our digital edition completely interactive. Our readers will also be able to share pages with other decision makers and influencers via email, Facebook, LinkedIn, Twitter or click straight through to link to your website. Only \$500 with your print ad in Fleet Equipment.

ROP DISPLAY RATES & SIZES

Ad Unit Size	OPEN	3X	6X	12X	18X	24X
 2 Page Spread trim size 15-3/4 x 10-3/4, Live Area 1/2" inside trim, Full Page Bleed, add 1/8" all sides past trim	\$19,040	\$18,660	\$17,914	\$15,490	\$XX	\$XX
 Full page trim size 7-7/8 x 10-3/4 Live Area 1/2" inside trim Full Page Bleed, add 1/8" all sides past trim	\$11,900	\$11,662	\$11,196	\$10,524	\$9,682	\$8,714
 1/2 page Horizontal 7 x 5	\$7,735	\$7,580	\$7,277	\$6,840	\$6,293	\$5,664
 1/2 page Vertical 3-3/8 x 10						
 1/2 page Island 4-1/2 x 7-1/2						
 1/3 page Horizontal 7 x 3-5/16	\$5,355	\$5,248	\$5,038	\$4,736	\$4,357	\$3,921
 1/3 page Vertical 2-1/8 x 10						
 1/3 page Island 4-1/2 x 5						
 1/4 page Horizontal 7 x 2-1/2	\$4,165	\$4,082	\$3,918	\$3,683	\$3,389	\$3,050
 1/4 page Vertical 3-3/8 x 5						
 1/4 page Square 4-1/2 x 3-3/4						
 1/6 page Horizontal 4-1/2 x 2-1/2	\$3,570	\$3,499	\$3,359	\$3,157	\$2,905	\$2,614
 1/6 page Vertical 2-1/8 x 5						

Preferred positions available upon request:

Second cover, third cover, fourth cover, center spread, island spread, consecutive fractional units, other preferred

Electronic File Transfer:

Email files are accepted up to 10MB.

For larger files, go to <https://transfer.pcloud.com>.

Please indicate publication and issue date by using the message field.

Drag & drop files, keeping window open until transfer is complete.

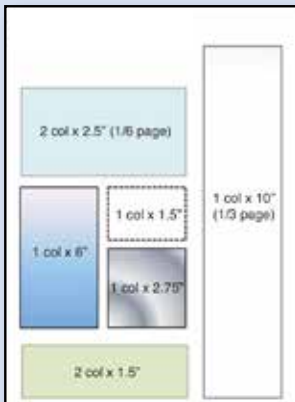
You will receive a confirmation email that files have been uploaded.

Questions: 330.670.1234 x245

Christine Perry, Ad Services Manger

Print & Digital Advertising Terms & Conditions

www.babcox.com/site/advertising-info/terms/



CLASSIFIED RATES & SIZES

Rates are per column-inch, per insertion:

Ad size	Frequency			
	1x	3x	6x	12x
1" – 5"	\$150	\$143	\$136	\$125
6" – 10"	\$140	\$133	\$126	\$119
11" – 15"	\$130	\$124	\$116	\$110

Contact: **330.670.1234 x224**
Jennifer Hazen - jhazen@babcox.com

Digital classifieds also available in eNewsletters. Call for details.