

# print advertising rates & specs

Rates are based on the total space contracted for, IN WRITING AND IN ADVANCE, and must be used in one year (12 issues) from the date of first insertion. Unfulfilled contracts will be short rated to next higher frequency rate.

## FOUR COLOR RATES

	12x	6x	3x	1x
2 Page Spread	\$5,050	\$5,770	\$6,285	\$6,490
Full Page	3,710	4,020	4,225	4,430
2/3 Vertical	3,195	3,400	3,505	4,020
1/2 V/H	2,885	3,195	3,400	3,710
1/3 V/H	2,475	2,680	2,885	3,195
1/4 Vertical	2,270	2,370	2,575	2,785

- 2-color ads subtract \$400
- B/W ads subtract \$800
- Same size color proof required by closing date.

## CLASSIFIED AD RATES

1st inch	\$135
Every inch after	115

- There is a 2 inch minimum. Rates include FREE eClassified exposure. Prepayment is required.
- Visit: [www.lctmag.com/classifiedadvertising](http://www.lctmag.com/classifiedadvertising)  
Contact: 310-533-2434 or [classifieds@lctmag.com](mailto:classifieds@lctmag.com)

## DEALER SHOWROOM RATES

Full page	\$1,340
1/2 V/H	1,030
1/4 Vertical	725

- Add \$300 to include color

## INTERNATIONAL ISSUE RATES

2 Page Spread	\$4,430
Full page	2,680
2/3 Vertical	2,270
1/2 V/H	1,960
1/4 Vertical	1,545

- 2-color ads subtract \$400
- B/W ads subtract \$800
- Same size color proof required by closing date.

## ONLINE ADVERTISING

- BANNERS** — per month
- Home Page Banners.... \$560
  - Section Banners..... 485
  - Buttons..... 370
- LCT DRIVING FORCE eNEWSLETTER** — per month
- Sent weekly..... \$1,240

## GUARANTEED POSITIONS:

Guaranteed positions specified by advertiser or agency are 10 percent above rate card and non-cancelable for at least a 12x contract. These positions are as follows:

- Table of Contents
- Editor's Page
- Masthead
- Letters
- Publisher's Page
- Lead Page of Cover Editorial

## SPECIAL POSITIONS:

Covers are non-cancelable. Rates per insertion based on a 12x contract (includes color):

- Back Cover \$6,800
- Inside Front \$5,665
- Inside Back \$5,050
- Opposite Contents \$4,430

## INSERTS

All inserts are non-cancelable, furnished by advertiser complete/ready for binding. Advertiser should check with production manager before ordering printing.

- 2 page insert \$3,915
- 4 page insert \$6,695
- 6 page insert \$9,865
- 8 page insert \$11,845



## Invoices, Credit & Conditions

- Our invoices are NET 30 days on approved credit for all services.
- New advertisers and agencies must prepay their first insertion and submit credit application.

## 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 the contract, insertion order, etc.

## Ad Configurations

**1** **2 PAGE SPREAD**  
Live Area 15" x 10"  
Bleed 16½" x 11"  
Trim 15¾" x 10¾"

**2** **FULL PAGE**  
Live Area 7" x 10"  
Bleed 8½" x 11"  
Trim 7⅞" x 10¾"

**3** **2/3 PAGE**  
Live Area 4⅞" x 10"

**4** **1/2 HORIZONTAL**  
Live Area 7" x 4⅞"

**5** **1/2 VERTICAL**  
Live Area 3⅞" x 10"

**6** **1/2 ISLAND**  
Live Area 4⅞" x 7½"

**7** **1/3 SQUARE**  
Live Area 4⅞" x 4⅞"

**8** **1/3 VERTICAL**  
Live Area 2⅞" x 10"

**9** **1/4 VERTICAL**  
Live Area 3⅞" x 4⅞"