

Carolina Truck & Auto Guide

Ad Sizes and Rates

Carolina Truck & Auto Guide is a locally owned, bi-weekly publication. Advertising in the Carolina Truck & Auto Guide is smart, affordable, and comes with multiple layout options. The cover wrap of our full-color publication is printed on high-gloss enamel while the insides are printed on white newsprint. That, along with the more generous finished size of 10" wide x 12" high gives our magazine the advantage of standing out from the competition.

Ad pricing

Full color at black & white prices:

Front cover photo ad.	\$150
1/4 page	\$280
1/2 page	\$450
Full page	\$625
Inside front cover	\$950
Inside back cover.	\$850
Back cover.	\$1,000
Opposite index page	\$750
Opposite inside front cover	\$875
Opposite inside back cover	\$750

Discounts:

- 8 issue purchase: 5% discount per ad.
- 13 issue purchase: 10% discount per ad.
- 26 issue purchase: 15% discount per ad.

Note: Discounts do not apply to premium pages.
Ad agencies receive a 15% discount off of the open rate.

File formats accepted (in order of preference):

- Hi-res print-ready PDF (CMYK color model, fonts embedded)
- Illustrator EPS (CMYK color model, fonts outlined)
- PhotoShop PSD or TIF (200 dpi, CMYK color model)

www.CarolinaTruckGuide.com

