



## 2007 MEDIA GUIDE

2007 will be a pivotal year in the trucking industry, as factors ranging from diesel fuel prices to EPA emissions mandates mean the road ahead may have a few more curves than expected. Now, more than ever, trucking professionals will be hungry for information on how to keep their fleets up and running and their companies profitable in such an environment.

Where will they turn? *First Class* Magazine will continue to be at the top of their reading lists. Recent readership surveys show that *First Class* is perceived as a highly credible source of information-rich articles and features about decision-makers like themselves. Let this unique publication, now in its 27th year, deliver your advertising message to more than 120,000 heavy-duty truck users from lists provided by the Peterbilt dealer organization.



### COMBINED FREQUENCY DISCOUNT

As an added bonus, Peterbilt will award a 25% combined frequency discount for advertisers who choose to feature their advertising message in both *First Class* and *Pride & Class*. That's a potential savings of \$10,000 for the year!

### COMPLIMENTARY COPIES

Advertisers will receive 10 complimentary copies. Additional quantities are available at cost.

### MAGAZINE CONTACTS

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### MAILING INSTRUCTIONS

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### ACCEPTABLE FILES

QuarkXPress, Illustrator or Photoshop files  
 High resolution pdf files  
 Email files (less than 10mb)  
 Upload files to our ftp site

### SCHEDULE

ISSUE	MAIL DATE
SUMMER	JUNE
FALL	NOVEMBER

### AD RATES (*First Class* only)

FULL PAGE	1/2 PAGE	1/4 PAGE
\$ 10,000	\$ 5,000	\$ 2,500




Note: Rates are net, non-commissionable.



### AD RATES (*First Class & Pride & Class*)

FULL PAGE	1/2 PAGE	1/4 PAGE
\$ 7,500	\$ 3,750	\$ 1,875

Note: Rates are net, non-commissionable.

### MECHANICAL REQUIREMENTS

	FULL PAGE		1/2 PAGE	
TRIM SIZE	8 <sup>3</sup> / <sub>8</sub> X 10 <sup>3</sup> / <sub>4</sub> "		N/A	
BLEED SIZE	8 <sup>5</sup> / <sub>8</sub> X 11"		N/A	
LIVE AREA	N/A		7 <sup>1</sup> / <sub>8</sub> X 4 <sup>5</sup> / <sub>8</sub> "	

	1/2 PAGE		1/4 PAGE	
TRIM SIZE	N/A		N/A	
BLEED SIZE	N/A		N/A	
LIVE AREA	4 <sup>13</sup> / <sub>16</sub> X 6 <sup>5</sup> / <sub>8</sub> "		3 <sup>1</sup> / <sub>2</sub> X 4 <sup>5</sup> / <sub>8</sub> "	