

# PRIDE & CLASS

## 2007 MEDIA GUIDE



### SCHEDULE

ISSUE	MAIL DATE
SPRING	MARCH
FALL	AUGUST

### AD RATES (Pride & Class only)

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

Note: Rates are net, non-commissionable.

### AD RATES (Pride & Class & First 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> "	HORIZONTAL	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	
VERTICAL			
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> "



## Why PRIDE & CLASS for Owner-Operators

The demand for truck drivers and Owner-Operators is at an all-time high. According to industry research, the best recruitment and retention solution is to help independent Owner-Operators feel valued and be successful in their businesses.

PRIDE & CLASS magazine exists to celebrate the lifestyle of Owner-Operators and provide them with valuable information. Because Peterbilt has a long tradition as the truck of choice for Owner-Operators, PRIDE & CLASS is the perfect vehicle to reach this important market segment. Owner-Operators relate to PRIDE & CLASS because it speaks to their lives, their businesses and their trucks.

### FREQUENCY/CIRCULATION

There are two issues scheduled for 2007: Summer and Fall/Winter. More than 100,000 truckers on the *Pride & Class* circulation are derived from Peterbilt's own customer lists, leading truck publications, truck associations, trade show attendee lists and Universal Commercial Code (UCC) filings.

### 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 *Pride & Class* and *First 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.

### EDITORIAL CONTENT

*Pride & Class* is a 16-page publication filled with information of interest to Owner-Operators. A unique feature of this publication is that Peterbilt supplier partners can actually elect to be an integral part of the editorial product. Here's how it works:

**Advertorials:** Suppliers can elect to have a full-page editorial message about their product(s) and service(s), or general company information. The articles can be furnished by suppliers, or written in collaboration with the editorial staff at Northbrook Publishing.

**Advertising:** Supplier can also elect to run their standard 4-color advertising pages.

### MAGAZINE CONTACTS

Laurie Waarvik, Client Services Manager  
Jim Duffy, Editor  
Pete Sobic, Publisher

### 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