



# ServiceTruck 2019 MEDIA KIT

THE MAGAZINE FOR MOBILE REPAIR AND MAINTENANCE



Delivering your marketing message to service truck owners, operators, managers and manufacturers across the US and Canada.



## 2019 Media Kit

### Our Publication

### Our Readers

### Our Advertisers

### Ad Deadlines

### Ad Rates

### Technical Specs

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# What is Service Truck Magazine ?

**Service Truck Magazine** is one of three publications in the Southern Tip Publishing group, covering heavy-duty mobile repair, agriculture, arboriculture. Our award-winning editors work with experienced, knowledgeable writers and columnists to deliver first-rate, relevant information to help businesses operate more efficiently and profitably. In each issue we cover:

- Profiles of top-performing companies
- Industry trends
- Policy & regulations
- New technologies & equipment
- Safety/training/certification
- Business updates



**Take a closer look!**

**Check out our back issues**

<http://www.servicetruckmagazine.com/back-issue-archives/back-issue-archives>

### ADVERTISING:

Nick Moss, Marketing Manager

Tel. +1-250-588-2195

Email: [ads@servicetruckmagazine.com](mailto:ads@servicetruckmagazine.com)

[www.servicetruckmagazine.com](http://www.servicetruckmagazine.com)

# Who Reads Service Truck Magazine ?

## TARGET AUDIENCE ARE VERIFIED SERVICE TRUCK MANAGERS/OPERATORS IN VARIOUS INDUSTRIES

- Agriculture
- Mining
- Forestry
- Oil & gas
- Heavy construction contractors
- Railroads
- Urban transit departments
- Service truck suppliers
- Equipment dealers
- Federal, State, Local Governments

**Total Circulation:** 8,000

**Readership** (average pass on rate of 3 persons): 24,000

The key to the success of **Service Truck Magazine** is the highly targeted circulation across the US and Canada. We are constantly adding more qualified industry readers who use, buy or lease service truck equipment. We reach fleet managers, owners and operators—the decision makers and influencers in the industry. **We are focussed on the quality of readers as opposed to the quantity. Advertisers can be sure our readers are directly involved in the service truck industry.**



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# Typical advertisers include:

- Service body manufacturers
- Service body upfitters
- Eurovan upfitters
- Air compressors
- Welding
- Aftermarket equipment
- Lighting
- Industrial coatings
- Oil and Lube equipment/products
- GPS and telematics
- Hydraulics
- Crane, hoist
- Exhaust brakes
- Trade shows and industry events
- Drawers and storage
- Hose reels
- PTO products
- Mobile Heating/cooling
- Tools
- Used and New Truck Dealers



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# 2019 Advertising Deadlines

Issue	Advertisers	To Readers
January/February Issue	Dec 7, 2018	Jan 2019 NTEA Work Truck Show Issue 
March/April Issue	Feb 7, 2019	Mar 2019
May/June Issue	Apr 7, 2019	May 2019
July/August Issue	Jun 7, 2019	Jul 2019
September/October Issue	Aug 7, 2019	Sept 2019 ICUEE Show Issue 
November/December Issue	Oct 7, 2019	Nov 2019

*Service Truck Magazine attends NTEA Work Truck Show and ICUEE where advertisers receive bonus distribution!*

*Looking for an Editorial Calendar? Sorry, our Editor believes in using every issue of Service Truck Magazine to deliver relevant industry news to our readers. This editorial flexibility has made for a better publication and an engaged loyal industry readership.*

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# 2019 Advertising Rates

Prices in effect from August 2018

## 2019 Print Ad Rates

Ad Size	1x	3x	BEST DEAL 6x
OBC	3220	2990	2860
IC	2990	2900	2750
FP	2800	2720	2580
2/3	2320	2220	2090
Half	1560	1520	1450
1/3	1050	995	925
1/4	865	820	765
1/8	440	425	400
Bus. Card	345	315	300



**Coming in 2019  
Service Truck  
e-newsletter!**  
Ask Nick for details.

## 2019 Website Ad Rates

**www.servicetruckmagazine.com**

Service Truck Magazine's strength lies in the popularity of its printed publication and the loyal industry readership it engages with every issue. However we also have a website with featured articles, industry content, news, events info, and more?

### Recommendation for 2019: Print over Digital

Like any new business-to-business website, it can take time to attract industry traffic. Therefore for 2019, our primary recommendation is that advertisers continue to use *Service Truck Magazine's* printed publication to target its already well established readership. Throughout 2019 we will be increasing our website traffic through a number of online initiatives.

Ad Size and position	Rate Per Month		
	1 Month Placement	6 Month Placement	12 Month Placement
Leaderboard Top (970 x90)	\$900	\$810	\$720
Leaderboard Nav (970 x90)	\$800	\$720	\$640
Leaderboard Bottom (970 x90)	\$600	\$540	\$480
Medium Rectangle Right (MPU Right) 300x 250	\$490	\$441	\$392
Wallpaper Left (160 x 600)	\$490	\$441	\$392
Wallpaper Right (160 x 600)	\$490	\$441	\$392

Digital display ads are only available with print advertising programmes of equal or greater value.



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## Technical Specifications



### Full Page (no bleeds available)

26 cm wide x 33.6 cm high (10.35" w x 13.25" h)



### 2/3 page

17 cm wide x 33.6 cm high (6.75" w x 13.25" h)



### Half Page Horizontal

26 cm wide x 16.5 cm high (10.35" w x 6.5" h)



### Half Page Vertical

12.7 cm wide x 33.6 cm high (5" w x 13.25" h)



### Third Page vertical

8.3 cm wide x 33.6 cm high (3.3" w x 13.25" h)



### Quarter Page Vertical

12.7 cm wide x 16.5 cm high (5" w x 6.5" h)



### Quarter Page Horizontal

26 cm wide x 8 cm high (10.35" w x 3.14" h)



### Quarter Page Island

17.3 cm wide x 12.7 cm high (6.84" w x 5" h)



### Eighth Page

12.7 cm wide x 8 cm high (5.10" w x 3.14 h)



### Business Card

8.8 cm wide x 5 cm high (3.5" w x 2" h)

### ELECTRONIC FILES

**Service Truck Magazine operates a Macintosh workflow and prefers ads in the following formats:**

Adobe Acrobat PDF, EPS, TIF, InDesign, Adobe Illustrator CS, Adobe Photoshop CS.

**Service Truck Magazine** is printed on a web press using 50lb high quality bright white newsprint and then heatset. The finished trim size is 14.5" x 11". All pages have .5" white edge on all sides. It is printed at 100 line screen. Please ensure that all photos are at least 200 dpi resolution. A 20% dot gain can be expected. Decrease black levels in all images, sharpen significantly for best reproduction.

### COLOUR/RESOLUTION

Please ensure that your full colour ads are separated cmyk.

All spot colours are considered process and must be separated cmyk.

We reserve the right to convert spot colours to cmyk and cannot be held responsible for unpredictable results. Ensure all black text is on black plate ONLY. White type should never be under 9pt and should be bold when placed on a colour background.

We reserve the right to add a hairline black outline around any non full page ads if a border is not part of the design.

### Sending Files

Files up to 10 mb can be sent by email to [james@capamara.com](mailto:james@capamara.com). Over 10mb, please use a method below.

### web browser

<http://capamara.com/client-area/>  
Password: capclient

Multiple Files must be compressed.  
1 file per upload session. Size limit 60mb

You can also send large files with [dropbox.com](https://www.dropbox.com) or [hightail.com](https://www.hightail.com), see websites for info.

**Labeling: Label your file name with your company name, not ours.** Email us if you are unsure about anything.

### Ad design tips

#### 6 tips to making your newsprint ads look great

Capamara Communications publishes ads printed on a web press using 50lb high quality bright white newsprint and then heatset. The finished trim size is 14.5" x 11". All pages have .5" white edge on all sides. It is printed at 100 line screen. Please ensure that all photos are at least 200 dpi resolution. A 20% dot gain can be expected. Decrease black levels in all images, sharpen significantly for best reproduction.

Working with colour on newspaper can be different to working with colour on other types of paper. There are a few major factors that need to be considered when preparing ads for Capamara Communications publications.

1) Always use CMYK, no spot colours or RGB. If you don't convert them, our production process will and the results may not be what you want.

2) When using white type on graphics, do not make them small or too fine to detail. Avoid placing white elements on small pale yellow backgrounds (for example, a light yellow background with white type, or a light yellow background with white type). If you must use white type, we suggest placing it on a 100% background (solid black or white). This will ensure the white type is clearly visible against the background.

3) Registration - our registration is usually exceptional however we are printing on a web press. We recommend, create your art materials registration ready and ensure the final file is registration ready.

4) To avoid colour and image issues, we recommend using 100% black elements to ensure the final file is registration ready.

5) Set any 100% black elements to overprint underlying colours. This will ensure the registration is correct.

6) Never use black elements made from all 4 process colours. Use one black ink (one black plate) for 100% black.

7) Some times, halftone black appears when the printing process is not perfect. But only for large blocks of colour with no small text elements involved.

**CAPAMARA COMMUNICATIONS** James Lewis, Design/Production: 250.754.5059 | [james@capamara.com](mailto:james@capamara.com)

If you are interested in this useful guide for help preparing your ads, download it here:

[https://www.dropbox.com/s/93q0alheedfdj2g/southerntrip\\_printbetter.pdf?dl=0](https://www.dropbox.com/s/93q0alheedfdj2g/southerntrip_printbetter.pdf?dl=0)

**Production Department: 1.709.754.5059 | Production Manager: James Lewis Email: [james@capamara.com](mailto:james@capamara.com)**

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### ADVERTISING

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*Published by Southern Tip Publishing*

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