

MEDIA INFO

2012

Publishing House
TRUCK AUTO.PL

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RELEASE SCHEDULE 2012

Issue	Date of issue	The editorial deadline	Deadline of advertising
1/2 February	01.02.2012	21.01.2012	26.01.2012
3/4 March	05.03.2012	23.02.2012	27.02.2012
5/6 April	02.04.2012	23.03.2012	26.03.2012
7/8 May	02.05.2012	20.04.2012	25.04.2012
9/10 June	04.06.2012	25.05.2012	28.05.2012
11/14 July/August	03.07.2012	22.06.2012	28.06.2012
15/16 September	03.09.2012	24.08.2012	28.08.2012
17/18 October	03.10.2012	21.09.2012	27.09.2012
19/20 November	05.11.2012	26.10.2012	28.10.2012
21/24 December/January	17.12.2012	07.12.2012	10.12.2012

Printing: Offset paleographic materials with extensions: eps, tif, jpg, cdr.

Resolution: 300 dpi,
Printing plates (lines from 133 up to 154 LPI)

Publishing house is not responsible for materials improperly prepared.

Payment terms: after invoice receiving.

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Our offer is addressed to the group of customers with specific requirements-the carriers and users of trucks, delivery vans and buses.

On the pages of **TRUCKAUTO.PL** you will find the most current offer of new and second hands trucks, semitrailers as well as building machines.

TRUCKAUTO.PL is edited in 7500 copies, thanks to the cyclic delivery based on real data system it hits to the firms possessing their own rolling stock in different economy branches in whole Poland. It is distributed by Poland wide press distributors such as RUCH and KOLPORTER.

Recipients:

- hauliers and managements staff of forwarding firms and companies possessing their own rolling stock in different economic branches
- those interested modern heavy truck transport
- persons interested in purchase of transport trucks

Edition: 7500 copies

Delivered as:

- promotional cyclic delivery to forwarding firms
- Poland wide distributions- RUCH and KOLPORTER
- Polish Association of Road Transport Employers (OZPTD)
- regional society of transport companies
- firms which are trading with trucks, spare parts
- subscribers, motorization enthusiasts , truck fans.

The format of periodic: high-2385 mm/wide- 205 mm

Printed field: whole page frame box 185x252 mm
column width with 3 columns 58 mm
column width with 4 columns 43 mm

Basic price: price of 1 mm column high.

(4 columns per A4 site - **0,70 Cent** (it concerns small adverts of second hand equipment advertisement))

Black and white advertisement (in à)	1/1	1/2	1/3	1/4	1/8
	1650	825	550	413	206
Additional payment for additional color(in à)	1/1	1/2	1/3	1/4	1/8
	75	38	38	25	25
Full color advertisement CMYK (in à)	1/1	1/2	1/3	1/4	1/8
	1875	938	663	488	281

Lower prices of 1 mm column high in occasional advertisements (in 4 column layout)

- second hand vehicles, sale, purchase, exchange 0,65 Cent (minimum price 18 Euro)
- job offers; branch office 0,65 Cent
- business contacts, job searching 0,65 Cent

Discount for replays:	3x	6x	12x	24x
	5%	10%	15%	20%

Please add 23% VAT to presented prices.