

RATES AND MEDIA SPECIFICATIONS

CANADIAN AMERICAN POSTERS

Diesel Island Pump Toppers

We have nearly 80 locations featuring Diesel Island Pump Toppers in our Canadian network. The Network's Average Daily Trucker Traffic is 1,421...and traffic on most truckstop truck fueling islands is 100% Trucker. The locations vary in size, shape and number of fueling islands. The minimum size location has 4 advertising displays on four diesel pumps and the largest fuel stop has 24 diesel pumps. Only one advertiser per category is allowed under a single fuel island canopy.



Single Face Advertising Display Placards

Diesel Island Pump Topper rates are based upon the average number of available Advertising Displays per truckstop. Rates include 4/C printing from file or disk for any 3 month or greater program. 20% premium for less than 3 months.

Placards per Truckstop	per month
4-5	\$240 net
6-7	\$260 net
8-11	\$280 net
12 or more	\$320 net

Wall Posters

Placed in key traffic areas of major independent and chain franchised truckstops and travel centers throughout Canada. Poster frames feature product messages plus brochure pockets for "take one" literature distribution.



Cost Per Poster Per Month "Take One" Option

# of Posters	2-5 mo.	6-11 mo.	12-24 mo.
10-99	\$140	\$130	\$120
100-199	\$130	\$120	\$110
200-299	\$121	\$108	\$96
300+	\$107	\$96	\$85

Minimum Purchase: 10 poster frames

Contact & Shipping Instructions

Ship or send all contracts, insertion orders and materials to:

CAP Companies
 1800 Vernon St., Ste. 5
 Roseville, CA 95678
 (916) 786-2577 Ext.10
 fax: (916) 786-9313
 email: capcompanies@surrewest.net



Media Specifications & Digital File

Submission Requirements

Pump Toppers

There are two sizes of pump toppers – create two files:

- 1) Viewable area 18.5 x 9.75 inches; Trim size 20 x 12 inches.
- 2) Viewable area 22 x 12.125 inches; Trim size 23 x 14 inches.

Adobe InDesign, Quark XPress, Adobe Illustrator or Adobe PDF

Versions accepted: InDesign 2.0 or greater; Quark 6.0; Illustrator 8.0 or greater. Microsoft Publisher or CorelDRAW files not accepted.

- Include all fonts or convert to outline (Opentype, Postscript Type 1, Screen & Printer fonts– TrueType fonts not accepted)
- Include all linked artwork (see requirements for Photoshop graphics)
- Set up all colors as 4 Color Process (not spot) unless ad will run as special spot color (i.e. metallic or day-glo inks)
- Document size must match ad size exactly.

Adobe Photoshop

Versions accepted: 4.0 or greater

File formats: CMYK EPS, CMYK TIFF, Grayscale EPS, Grayscale TIFF. SWOP standards.

- Documents must be created full-size at 300 dpi (72 dpi files not accepted).

Adobe PDF

- PDF/X-1a preset with bleeds and crops. CMYK at 300 dpi.

Media and Proofs:

- Ads may be provided on CD or e-mailed. We cannot insure color fidelity without an industry-standard contract proof.

Wall Posters

Materials:

Quantity: Supply one poster per frame plus 50%.

Vertical Poster:

Image Area: 24.5"x37.5" • Trim Size 25"x38" • Paper Stock: 80# text

Horizontal Poster:

Image Area: 37.5"x24.5" • Trim Size 38"x25"

"Take One" Materials:

Provide up to 150 pieces of literature per poster for the first month, depending on stock weight and number of pages. Keep number of pages to a minimum to allow sufficient supply. Provide an additional 50 pieces per month for replenishment.

Minimum Size: 4"x8" • Maximum Size: 8.5"x11"

Paper: minimum 80# text

Verification & Policies

Network Servicing

Diesel Island Pump Toppers and Wall Posters are serviced by US Field Service contractors.

Show Verification

Monthly installation by field representatives is recorded and photographed with computerized affidavits verifying showings. All installations are regularly inspected and audited.

Material Deadlines

Advertising materials contracted by the first of the month and received by the 5th will begin installation by the 10th of the following month.

Special Requests

Purchases by traffic volume, region and specific truckstop locations are available.

Copy Changes

Changes made more often than every 90 days will be charged 20% premium.