

**LIMOUSINE DIGEST
ADVERTISING SPECIFICATIONS**

Digest Publications' Comprehensive Marketing Targets Your Customers

Maximize your exposure to the limousine industry through a custom designed program to attract your specific consumers. Digest Publications can tailor a program that includes advertising in *Limousine Digest* and *The International Limousine & Livery Trader*, exhibiting at the Limo Digest Show in Atlantic City, demographic-specific targeted mailings, fax and e-mail blasts, and exposure on our websites. Our comprehensive team of marketing experts will assist you in everything from the design of your marketing materials and advertisements to establishing a complete plan for overall market penetration.

MECHANICAL REQUIREMENTS

Trim Size	W	H
2-Page Spread*	16.25"	10.875"
Full Page*	8.125"	10.875"
1/2 Page Island	4.625"	7.5"
1/2 Page Horizontal	7.375"	4.875"
1/3 Page Vertical	2.875"	10"
1/4 Page Horizontal	7.375"	2.375"
1/4 Page Vertical	3.625"	4.875"
1/8 Page	3.625"	2.375"

*Allow .5" around for live area

PREMIUM POSITION

Surcharge paid in addition to the ad rate below. (U.S. Funds)

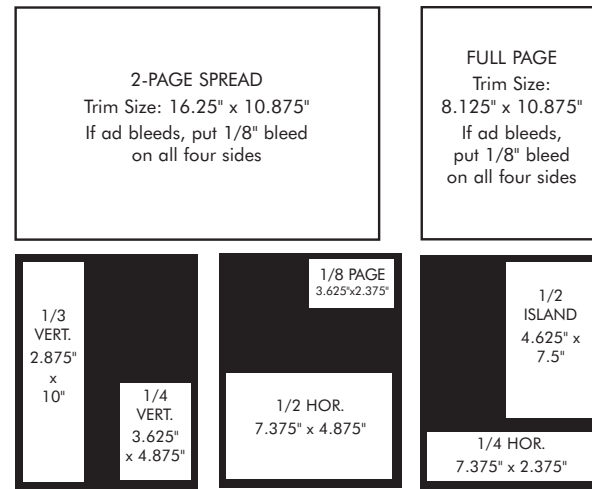
Back Cover	\$3080
Center Spread	.2530
Inside Front	.2200
Inside Back	.2035
Opposite Table of Contents	.1705
Opposite Publisher's Notes	.1585
Preferred Position/Far Front	.1485
Right-Hand Page	.1045

AD RATES (U.S. Funds)

	Black & White			2-color			4-color		
	1x	6x	12x	1x	6x	12x	1x	6x	12x
2-Page spread	\$3690	\$3320	\$2860	\$4075	\$3705	\$3245	\$4940	\$4508	\$3985
Full Page	2215	1945	1715	2600	2330	2100	3243	2933	2668
1/2 Page Island	1600	1490	1375	1985	1870	1760	2200	2090	1980
1/2 Page (H)	1490	1375	1260	1870	1760	1645	2090	1980	1865
1/3 Page (V)	1260	1145	1030	1645	1530	1415	1865	1750	1635
1/4 Page (H)	985	860	730	1370	1245	1115	1590	1465	1335
1/4 Page (V)	800	730	530	1185	1115	915	1405	1335	1135
1/8 Page	520	430	365	905	815	750	1125	1035	970

Premium position surcharge add 25% (back cover, inside front or back covers, center spread)

ADVERTISING DIMENSIONS AND SET UP



Realize a discount when advertising in both Limousine Digest and Limousine & Livery Trader



EDITORIAL SUBMISSIONS Please contact the editor regarding submissions; please note that editorial is placed 60 days prior to publication.

Limousine Digest accepts product press releases, people on the move, and other industry news. We encourage industry members to take an active role in contributing to *Limousine Digest's* editorial.

ELECTRONIC FILES Furnished files should be in a high resolution (300 dpi) format created in QuarkXpress 6.5, Illustrator CS2, or Photoshop CS2, with fonts and graphics included in tiff or eps format. The files should be supplied on CD in PC format, FTP download is also available. A color proof MUST be included with all artwork. **NOTE: We cannot be responsible for errors, including color matching, if a color proof is not supplied.**

INSERTS Bound, tipped-in, multi-page, catalog, and postcard inserts are available. Call us for quotes and mechanical specifications. Contract printing is also available.

**THE INTERNATIONAL LIMOUSINE & LIVERY TRADER
ADVERTISING SPECIFICATIONS**

MECHANICAL REQUIREMENTS

Trim Size	W	H
Cover	10"	10.25"
2-Page Spread	.20"	16"
Full Page	10"	16"
2/3 Page	10"	10.5"
1/2 Page Horizontal	10"	8"
1/3 Page Vertical	10"	5"
1/4 Page Horizontal	10"	3.625"
1/4 Page Vertical	4.625"	7.75"
1/6 Page	4.625"	5"

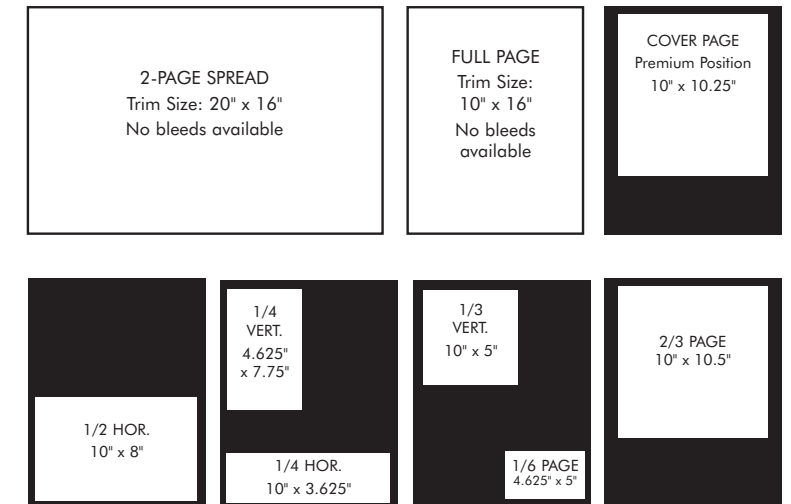
AD RATES (U.S. Funds)

	Black & White			2-color			4-color		
	1x	6x	12x	1x	6x	12x	1x	6x	12x
2-Page spread	N/A	N/A	N/A	N/A	N/A	N/A	\$2330	\$2280	\$2225
Full Page	\$1045	\$1010	\$980	\$1055	\$1025	\$990	1270	1240	1210
2/3 Page	820	790	760	835	780	770	1060	1035	1010
1/2 Page (H)	625	595	560	635	605	575	850	825	805
1/3 Page	490	460	430	505	470	440	635	615	595
1/4 Page (H)	365	335	300	375	345	315	530	515	500
1/4 Page (V)	365	335	300	375	345	315	530	515	500
1/6 Page	255	225	190	265	235	200	425	410	390

Premium position surcharge add 25% (back cover, inside front or back covers, center spread)

ELECTRONIC FILES — Furnished files should be in a high resolution (300 dpi) format created in QuarkXpress 6.5, Illustrator CS2, or Photoshop CS2, with fonts and graphics included in tiff or eps format. The files should be supplied on CD in PC format, FTP download is also available. A color proof MUST be included with all artwork. **NOTE: We cannot be responsible for errors, including color matching, if a color proof is not supplied.**

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CLASSIFIED ADVERTISING X 3

Digest Publications offers three places to maximize your dollar when buying or selling new and used vehicles, offering business services and products, posting a business for sale, or when hiring staff. You can place your monthly listing in *Limousine Digest*, *Limousine & Livery Trader*, and/or online at www.limodigest.com. All classified ads must be prepaid.

- In one venue \$50/inch (add \$10/inch for color)
- In two venues \$65/inch (add \$10/inch for color)
- In three venues \$75/inch (add \$15/inch for color)