

2018 Media Guide

www.towprofessional.com





Tow Professional is a comprehensive publication for the Towing and Recovery market. Over 37,850 magazines are distributed thoughout the United States to key decision-makers and Principals by title.

Tow Professional is a resource for the following industry segments:

Towing/Recovery

Motor Clubs

- **Emergency Road Service**
- Towing for Scrap

- Manufacturers/Distributors
- Repossession

Lock Out

- - Police/Municipal Government

Tow Professional publishes 9 issues annually, which feature company profiles, in-depth industry related articles, and product spotlights.

Tow Professional is a true B2B magazine that provides manufacturers, dealers, and distributors the opportunity to inform potential customers about their products and technology.

Customer Testimonials

Tim & Darian,

I wanted to thank you for the work you have done for TomTom Telematics. Your ideas and hard work have helped us make the towing industry one of our most successful market segments. Since we started advertising, we have seen our sales in this market soar, and our numbers have more than doubled. We went back and looked at when we saw the growth starting, and it correlates exactly with when we started the complete marketing strategy you recommended with a combination of print ads, editorial opportunities, web advertising, and consistent e-mail marketing campaign.

I want you to know that I recommend you to everybody I talk to and will be happy to speak with someone if they are looking for a referral. We have used the other media in this industry too, but nothing even comes close to the job you have done for us and the service you provide.

Matt Gunzenhaeuser Sales Director - US & Canada TomTom Telematics





The digital edition of Tow Professional mirrors the print edition each month. This highly interactive format lets users customize how they want to read and get information from the magazine, whether it be on a desktop, tablet or smartphone.

Policies, Rates & Dates

TERMS: All invoices are due upon receipt and are considered late after 30 days. A 1.5% late charge will be applied monthly on overdue invoices. Agency commission of 15% applies to recognized agencies, provided accounts are settled within thirty days of invoice date. Pre-paid cash discounts of 2% apply to those invoices that include multiple insertions. All unpaid invoices will be turned over to our collection agency after 120 days of invoice date.

SHORT-RATES: In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

LIABILITY: Publisher is not liable for all content (including editorial and illustrations provided by an advertiser or agency) of advertisements and editorials published and does not accept respon-

sibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial

Reproduction of Tow Professional in whole or in part without prior written permission from the publisher is prohibited.

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AD Pricing - 4	color provided at NO additional cost
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AD SIZE 1x 3x 6x 9x					
	IX	Зх	6x	9x	
2 Page Spread	\$4995	\$4790	\$4535	\$4375	
Full Page	\$2725	\$2495	\$2365	\$2215	
1/2 Island	\$1950	\$1770	\$1590	\$1360	
1/2 Page	\$1800	\$1670	\$1490	\$1260	
1/3 Page	\$1335	\$1190	\$1090	\$995	
1/4 Page	\$1055	\$980	\$850	\$775	
Inside Front	\$3730				
Inside Back	\$3580				
Back Cover	\$4340				
Market Place					
2" Column	\$300	\$200	\$200	\$200	
1/8 Page	\$500	\$400	\$400	\$400	
Dealer Place	\$650	\$550	\$550	\$550	



PLUS:

The Orange Beach, Alabama area offers lots of great activities for the rest of the family while you're busy increasing your knowledge and improving your business!

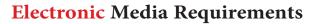
For Exhibit Space or Sponsorship Opportunities, call us at 888-802-8544 or email us at: exhibitors@towprofessional.com.

2018 Media Schedule Volume 7
 I - Editorial Deadline: 12/19/17 Ad Materials Deadline: 12/26/17 Spill Control Latest in Lighting Products
 ISSUE 2 - Editorial Deadline: 2/21/18 Ad Materials Deadline: 2/28/18 Distribution at Florida Tow Show Tow Software New Truck Accessories Rotator Product Insight Feature
ISSUE 3 – Editorial Deadline: 3/26/18 Ad Materials Deadline: 4/02/18 • Distribution at Florida Tow Show • Cargo Control Feature • Jump Start Packs Feature
ISSUE 4 – Editorial Deadline: 5/06/18 Ad Materials Deadline: 5/13/18 • Distribution at Tow Summit • Winches & Accessories • Dispatching • Safety
 ISSUE 5 - Editorial Deadline: 6/24/18 Ad Materials Deadline: 7/01/18 Distribution at Southern Tow Expo The Annual Buyer's Guide is distributed at every Show that Tow Professional attends. 2018 BUYER'S GUIDE
ISSUE 6 - Editorial Deadline: 8/13/18 Ad Materials Deadline: 8/20/18 • Distribution at Chattanooga Tow Show • Distribution at Midwest Regional Tow Show • Damaged Vehicle Movement Equipment • Wheel Lift & Repo Equipment • "Wall of the Fallen" Featured
ISSUE 7 - Editorial Deadline: 9/06/18 Ad Materials Deadline: 9/13/18 • Distribution at Midwest Regional Tow Show • Lock Out Equipment • Software & GPS Feature
ISSUE 8 - Editorial Deadline: 10/21/18 Ad Materials Deadline: 10/28/18 • Distribution Prior to Baltimore Tow Show • Motor Clubs Feature • Service Trucks Feature
 ISSUE 9 - Editorial Deadline: 11/18/18 Ad Materials Deadline: 11/25/18 2018 TOP PRODUCTS in Review Insurance Feature Lease and Financing Feature

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Mechanical Specs

2 PAGE SPREAD WITH BLEED: 1/2 PAGE VERTICAL: 1/3 PAGE SQUARE: 16.25"w x 10.75"h 3.4"w x 9.5"h 4.55"w x 4.7"h **FULL PAGE TRIM SIZE:** 1/2 PAGE ISLAND: 8"w x 10.5"h 4.55"w x 7.25"h 3.4"w x 4.7"h FULL PAGE LIVE AREA: 1/2 PAGE HORIZONTAL: 7.5"w x 10"h 7"w x 4.7"h 3.4"w x 2.25"h FULL PAGE WITH BLEED: 1/3 PAGE VERTICAL: 2.2"w x 9.5"h **CLASSIFIED ADS:** 8.25"w x 10.75"h 2.2"w x 2"h 1/2 1/3



 All ad materials must be sent digitally. Hi-resolution (300) dpi) PDFs, jpegs, tiffs, and eps files are accepted.

• All images must be saved at 300 dpi and large enough for the desired size.

• All artwork provided on CD should have all logos, screen/ printer fonts included or embedded. Failure to include fonts may result in loss of text or font substitution at publisher's

 Ads must be built to the correct size specifications. Oversized or undersized ads will be adjusted to fit the space ordered.

MAILING ADDRESS: Over The Mountain Media. Inc. 2007 Old Montgomery Hwy., Suite B1 Birmingham, AL 35244 Fax: 205.978.1550 Toll free: 888.802.8544

Marketing Opportunities

POLYBAG INSERTS

If your company does direct mail, polybag inserts are an excellent option for getting your piece mailed to the entire Tow Professional mailing list. These copies are sent to decisionmakers in the towing and recovery industry. The price to insert a bi-fold or tri-fold and mail is approxmately 15¢ per address. Some limitations apply, so be sure to contact your sales rep about this exciting program.

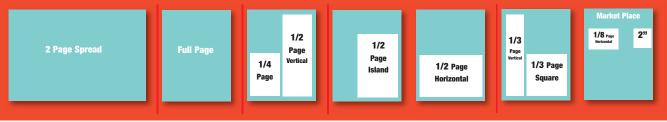
REPRINTS & BROCHURES

We also design and print the most professional brochures and mailers available, as well as reprints of a specific ad or article. Whether it's logos, ads, brochures or catalogs, we have the resources and technology to be your one-stop shop.

For more information, please contact our Print Division at 888-802-8544.







1/4 PAGE VERTICAL:

MARKET PLACE

1/8 PAGE HORIZONTAL: