

# TOW™

## PROFESSIONAL

Your Resource for Towing & Recovery

2018 Media Guide

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







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

**Tow Professional** is a resource for the following industry segments:

- Towing/Recovery
- Manufacturers/Distributors
- Motor Clubs
- Emergency Road Service
- Repossession
- Police/Municipal Government
- Towing for Scrap
- Lock Out

**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



## Website Advertising



## Digital Edition

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.

## AD Pricing - 4 color provided at **NO** additional cost

AD SIZE	1x	3x	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			
<b>Market Place</b>				
2" Column	\$300	\$200	\$200	\$200
1/8 Page	\$500	\$400	\$400	\$400
Dealer Place	\$650	\$550	\$550	\$550



# Southern TOW EXPO & BEACH BASH

## AUGUST 10-12th, 2018

- Training Seminars
- Live Demos
- Technology Conference
- Finance & Insurance Roundtable

**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

**ISSUE 1** - 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

## Mechanical Specs

**2 PAGE SPREAD WITH BLEED:**  
16.25"w x 10.75"h

**FULL PAGE TRIM SIZE:**  
8"w x 10.5"h

**FULL PAGE LIVE AREA:**  
7.5"w x 10"h

**FULL PAGE WITH BLEED:**  
8.25"w x 10.75"h

**1/2 PAGE VERTICAL:**  
3.4"w x 9.5"h

**1/2 PAGE ISLAND:**  
4.55"w x 7.25"h

**1/2 PAGE HORIZONTAL:**  
7"w x 4.7"h

**1/3 PAGE VERTICAL:**  
2.2"w x 9.5"h

**1/3 PAGE SQUARE:**  
4.55"w x 4.7"h

**1/4 PAGE VERTICAL:**  
3.4"w x 4.7"h

**MARKET PLACE**  
**1/8 PAGE HORIZONTAL:**  
3.4"w x 2.25"h

**CLASSIFIED ADS:**  
2.2"w x 2"h

2 Page Spread

Full Page

1/4 Page  
1/2 Page  
Vertical

1/2 Page  
Island

1/2 Page  
Horizontal

1/3 Page  
Vertical  
1/3 Page  
Square

Market Place  
1/8 Page  
Horizontal  
2"

## Electronic Media Requirements

- 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 discretion. Please provide at least one proof.

- 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 decision-makers in the towing and recovery industry. The price to insert a bi-fold or tri-fold and mail is approximately 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.**