

WESTERN CANADA HIGHWAY NEWS

THE OFFICIAL MAGAZINE OF TRUCKING ASSOCIATIONS IN ALBERTA, SASKATCHEWAN AND MANITOBA



Owned and produced by the
TRUCKING
INDUSTRY
for the
TRUCKING
INDUSTRY

As the official magazine of the trucking associations in Alberta, Saskatchewan and Manitoba, *Western Canada Highway News* is committed to providing leading edge, timely information on business practices, technology, trends, new products/services, legal and legislative issues that affect professionals in Western Canada's trucking industry.

The readership of *Western Canada Highway News* is a controlled circulation of nearly 4,000 that includes all members of the trucking associations in Alberta, Saskatchewan, Manitoba and an expanded distribution to BCTA members.

Highway News reaches carriers of all sizes – from single-unit owner/operator to the international operations with several hundred units. This highly qualified readership is made up of key decision makers with buying authority and influence. All copies of each issue are individually addressed to:

- company owners
- owner/operators
- operations managers
- senior executives
- fleet managers
- maintenance managers

EXTRA EXPOSURE ON THE WEB AT NO EXTRA COST

Western Canada Highway News magazine is presented in its entirety in enhanced, interactive Media Rich PDF format on the web sites of the AMTA, STA and MTA or directly at www.highwaynews.ca. That is the extra exposure of print AND online advertising at NO EXTRA COST.

www.highwaynews.ca
www.amta.ca
www.sasktrucking.com
www.trucking.mb.ca



2009 Rate Card



we encourage you to participate in your
ASSOCIATION MAGAZINE

REGULAR FEATURES IN EVERY ISSUE:

- **GOVERNMENT CORNER:** news & views from all levels of government
- **MAINTENANCE:** tips for keeping your rigs rolling
- **NEWS BRIEFS:** latest developments in world, North American, Canadian & western trucking
- **TRADE TALK:** what's new in products & services
- **CALENDAR OF EVENTS:** important dates
- **PROFILES IN EXCELLENCE:** stories on successful companies and individuals
- **PRODUCT PROFILES:** detailed accounts of market movers
- **LEGAL CORNER:** latest laws and regulations affecting your trucking business

2009 EDITORIAL CALENDAR/ ADVERTISING PLANNER*:

SPRING 2009

Space closing: March 6

- **HR Special/
Newest Class 8 Trucks/Equipment Financing**

SUMMER 2009

Space closing: May 22

- **Technology Special/Green Trucking Update/
Role of Customs & Freight Brokers**

FALL 2009

Space closing: July 24

- **Special Report: National Trucking Week/
Repair Shops/Latest in Fuel & Lubricants**

WINTER 2009

Space closing: October 23

- **Supplement: 2010 Buyers' Guide/
Wide-based Tires/Post-Secondary Trucking**

*subject to change

ADVERTISING RATES

	1x	2x	4x
Black & White			
Double page spread	\$1,995	\$1,925	\$1,850
Full page	1,450	1,350	1,250
2/3 page	1,250	1,200	1,150
1/2 page island	1,050	1000	950
1/2 page	950	900	850
1/3 page	725	675	625
1/4 page	550	525	500
1/6 page	425	400	375
1/8 page	350	325	300
Outside back cover (*includes 4-colour)	2,250	2,150	2,050
Inside front/back cover (*includes 4-colour)	2,100	2,000	1,900
One additional process colour \$250 Two additional process colours \$400 Three additional colours (i.e., 4 colour process) \$500 Bleeds and special positions 15% over rate.			
RATES ARE NET OF AGENCY COMMISSION Rates quoted are for space (and colour) only. Rates do not include GST. Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser. Minimum charge \$25.00.			

MECHANICAL REQUIREMENTS

		width (inches)	depth (inches)
Full page		7	x 9 1/2
Bleed page		8 1/2	x 11
Trim size		8 1/4	x 10 3/4
Double page spread		15 1/4	x 9 1/2
2/3 page	Horizontal	7	x 6 1/8
	Vertical	4 5/8	x 9 1/2
1/2 page	Island	4 5/8	x 7
	Horizontal	7	x 4 5/8
1/3 page	Square	4 5/8	x 4 5/8
	Vertical	2 1/8	x 9 1/2
	Banner	7	x 3 1/8
1/4 page	Vertical	3 3/8	x 4 5/8
	Banner	7	x 2 1/2
1/6 page	Horizontal	4 5/8	x 2 1/8
	Vertical	2 1/8	x 4 5/8
	Banner	7	x 1 5/8
1/8 page		2 1/8	x 3 3/8

To reach trucking industry decision makers in British Columbia, Alberta, Saskatchewan and Manitoba through **Western Canada Highway News** magazine and its targeted readership, please contact me:

Ph: 204-985-9793
Fax: 204-985-9795

Toll Free: 866-985-9791
Toll Free Fax: 866-985-9799

E-mail: david@kelman.ca

Published by:



Dave Gill
Sales Manager



NEW
Networking
Opportunity

COMPANY PROFILES

Profile OPTIONS

As a key player in the trucking industry, we invite you to participate in an **exclusive offer** to showcase your company to nearly 4,000 industry decision makers nationally. Your company has the option of being featured in a full page, half page or quarter page profile published in an upcoming edition. It is a great opportunity to present your company and its products, services and features to industry leaders across Canada.

COMPANY PROFILES

KELMAN & ASSOCIATES LTD.
QUALITY AND DEPENDABILITY IN CUSTOMER COMMUNICATION

Our history of over 20 years is a testament to the quality of our service. We are a leading provider of customer communication solutions for the trucking industry. Our services include fleet management, driver training, and more. We are committed to providing the highest quality of service to our clients.

Option #1: Full Page Profile
500 words plus photo and logo
Cost: \$2,200

actual size: 8 1/2" x 11"

COMPANY PROFILES

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Option #2: Half Page Profile
250 words plus photo and logo
Cost: \$1,500

actual size: 8 1/2" x 11"

COMPANY PROFILES

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Option #3: Quarter Page Profile
125 words plus photo and logo
Cost: \$1,050

actual size: 8 1/2" x 11"

Limited space per issue

For more information or to reserve your profile, contact:

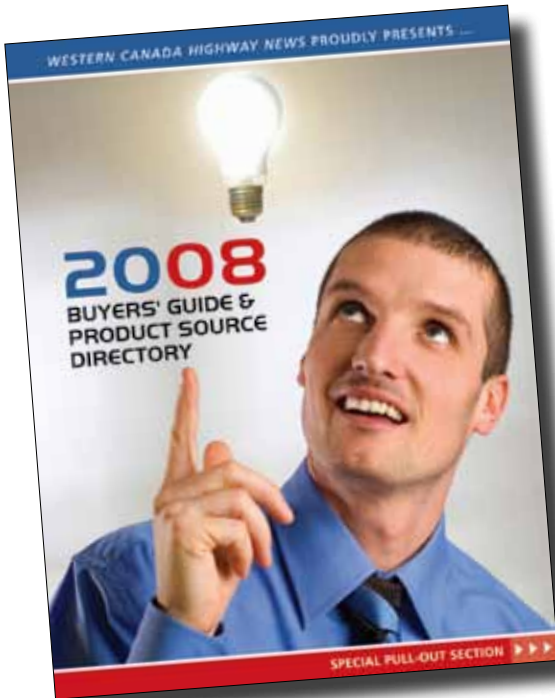
Dave Gill
Ph: 204-985-9793
Toll Free: 1-866-985-9791
david@kelman.ca



actual size: 8 1/2" x 11"

An opportunity from ...

WESTERN CANADA HIGHWAY NEWS



Get your products and services in front of the AMTA, STA and/or MTA carrier members in a credible and highly visible manner.

Western Canada Highway News provides an **ideal** opportunity to do exactly that with its print AND electronic **2009 Buyers' Guide & Product Source Directory**.

Our easy-to-use annual Buyers' Guide is an invaluable tool for carriers. It comes as a special pull-out section in the Winter issue of *WCHN* that is direct mailed to **all carrier members** of the three trucking associations, and has a shelf life of **an entire year!**

PLUS



COMPANY LISTINGS

Derrick's Sandblasting & Painting
Box 70, Group 200, RR2
Winnipeg, MB R3C 2E6
(204) 633-3087 / Fax: 697-2991

Distinctive Advertising & Promotions
16 Halparin Dr.
Winnipeg, MB R3X 1Z9
(204) 253-4766 / Fax: 253-2090
www.distinctiveadpromo.com

Domar Transmission Canada Ltd.
6 - 2061 Logan Ave.
Winnipeg, MB R2R 0J1
(204) 694-3680 / Fax: 694-5656

Dr. Hook Towing Services
Box 3882
Winnipeg, MB R2W 5H9
(204) 956-4665 / Fax: 943-1872
www.drhook.com

Eastside Heavy Truck Collision
171 Eagle Dr.

Fort Garry Industries (FGI)
• 2525 Inkster Blvd.
RR 2 Str. Main
Winnipeg, MB R3C 2E6
(204) 632-8269 / Fax: 632-5526
1-800-282-8044
• 1440 Highland Ave.
PO Box 50047
Brandon, MB R7C 7E4
(204) 571-5980 / Fax: 571-5982
1-866-883-6120
www.fgild.com



Freightliner Manitoba Ltd.
2058 Logan Avenue
Winnipeg, MB R2R 0H9
(204) 694-3000 / Fax: 694-3001
• 1731 Middleton Ave.
Brandon, MB R7C 1A7
(204) 726-0000 / Fax: 726-0018
• Hwy. 12 N, Box 1298
Steinbach, MB R0A 2A0
(204) 326-4000 / Fax: 326-8141
• Box 930, 459 Manitoba Rd.

Grant Thornton LLP
900-One Lombard Place
Winnipeg, MB R3B 0X3
(204) 944-0100 / Fax: 957-5442
www.grantthornton.ca

Groeneveld
1227 Redonda St., RR 5
Winnipeg, MB R2C 2Z2
(204) 224-8693 / Fax: 224-8726
www.cplystems.com

Grote Industries
95 Robertson Cr.
Winnipeg, MB R2M 2N4
(204) 257-8256 / Fax: 257-8256
www.grote.com

High Five Inc.
128 Bannister Rd.
Winnipeg, MB R2R 0S3
(204) 775-8579 / Fax: 783-2364
www.highfiveinc.com

PLUS you can ensure your company stands out from the crowd with an **enhanced listing** in the Buyers' Guide that **highlights your entire listing and prominently showcases your company logo.**



For more information contact: **DAVE GILL** Ph: 204-985-9793
Fax: 204-985-9795

Toll Free: 866-985-9791
Toll Free Fax: 866-985-9799

E-mail: david@kelman.ca



More bang for your advertising buck!

Your print advertising in *Western Canada Highway News* magazine now brings with it some exciting electronic benefits as well...**at absolutely no extra cost to you.** We are now utilizing a user-friendly, interactive **Media Rich PDF** format that enables us to post an electronic version of the magazine, complete with all advertising, on the **AMTA, STA** and **MTA** web sites. (www.amta.ca / www.sasktrucking.com / www.trucking.mb.ca)

This exciting new development provides you with:

- An electronic version of your print ad in the publication on the association web site.
- When readers/viewers click on your company listing in the magazine's advertiser index, they will immediately be linked to your ad within the publication.

- When readers/viewers click on your advertisement in the magazine, they will immediately be linked to your company web site where they can further explore your company and what it has to offer. They can also click on any email address within your ad and it automatically opens up a new mail message to that address.

With other interactive opportunities for magazine readers, the Media Rich electronic version of *Western Canada Highway News* magazine now provides readers with a state-of-the-art complement to the magazine's print version and advertisers with a more comprehensive marketing package.

And as we indicated earlier...these added electronic benefits are provided to you as part of the package when you invest in print advertising in *Western Canada Highway News* magazine. **No extra costs to you...only extra benefits.**

If you have any questions, please contact your advertising sales representative for *Western Canada Highway News* magazine – the official publication of the AMTA, STA and MTA reaching thousands of trucking industry professionals in Alberta, Saskatchewan, Manitoba and British Columbia.



Dear Colleague,

Over the last number of years, our official association magazine - *Western Canada Highway News* - has grown to become the voice of the trucking industry on the prairies and beyond. From providing timely and relevant news, to dealing with important issues facing our industry and membership, *Western Canada Highway News* plays a vital role in promoting our three associations.

Specifically, this publication is a powerful advertising tool circulated every quarter directly into the hands of more than 4000 association members, plus the recent addition of several hundred members of the BC Trucking Association. Your target audience consists of 4000 buyers and decision makers within Western Canada's trucking industry. There is no better vehicle for your firm's product(s) and/or service(s) than *Western Canada Highway News* as it is mailed directly to :

- company owners
- senior executives
- owner/operators
- fleet managers
- operations managers
- maintenance managers

The feedback from our members and readers is that *Western Canada Highway News* is well received, highly informative and a very much valued tool. We encourage you and your firm to book space and join with us as partners as we continue to build and strengthen our association for the new millennium.

Sincerely,

Mayne Root
Executive Director
AMTA

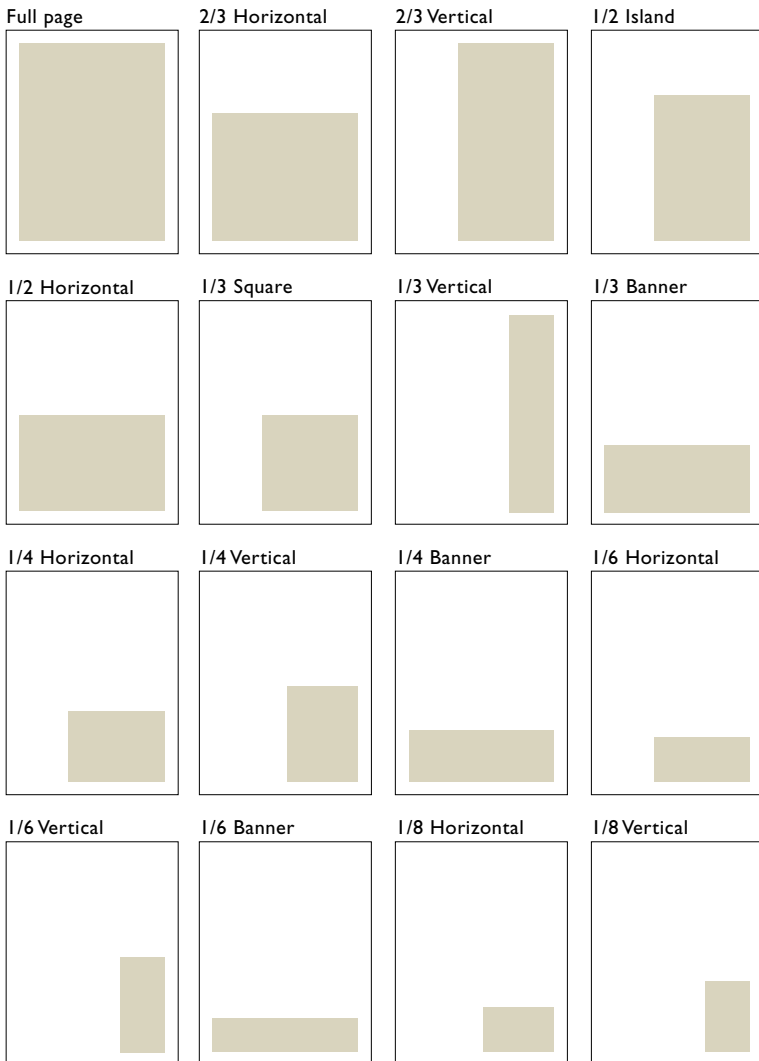
Al Rosseker
Executive Director
STA

Bob Dolyniuk
General Manager
MTA

AD MATERIAL SUBMISSION INFO

AD DIMENSIONS (inches):

Size	Width	Depth	Size	Width	Depth
Full page	7	9 $\frac{1}{2}$	1/3 banner	7	3 $\frac{1}{8}$
Trim	8 $\frac{1}{4}$	10 $\frac{3}{4}$	1/4 horizontal	4 $\frac{5}{8}$	3 $\frac{3}{8}$
Bleed	8 $\frac{1}{2}$	11	1/4 vertical	3 $\frac{3}{8}$	4 $\frac{5}{8}$
2/3 horizontal	7	6 $\frac{1}{8}$	1/4 banner	7	2 $\frac{1}{2}$
2/3 vertical	4 $\frac{5}{8}$	9 $\frac{1}{2}$	1/6 horizontal	4 $\frac{5}{8}$	2 $\frac{1}{8}$
1/2 island	4 $\frac{5}{8}$	7	1/6 vertical	2 $\frac{1}{8}$	4 $\frac{5}{8}$
1/2 horizontal	7	4 $\frac{5}{8}$	1/6 banner	7	1 $\frac{5}{8}$
1/3 square	4 $\frac{5}{8}$	4 $\frac{5}{8}$	1/8 horizontal	3 $\frac{3}{8}$	2 $\frac{1}{8}$
1/3 vertical	2 $\frac{1}{8}$	9 $\frac{1}{2}$	1/8 vertical	2 $\frac{1}{8}$	3 $\frac{3}{8}$



PRODUCTION REQUIREMENTS:

- Adobe InDesign CS2
- QuarkXpress v. 6.0
- Adobe Photoshop CS2
- Adobe Illustrator CS2

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of **at least 300 dpi**.
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes.
- We support **CDs and DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$25.00

CRAIG KELMAN & ASSOCIATES
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 Winnipeg, Manitoba R3J 0K4
www.kelman.ca