

The National Trucker's Service Directory

The Best Truck Stop Exit Guide - 2010 Advertising Rates

Over 7,000
Truck Stops

**The 2010
National Trucker's
Service Directory**

The Best Truck Stop Exit Guide
All Your Needs in Just ONE Book!

Truck Stops listed by Interstate and Exit Numbers.
All Truck Stops Listed on U.S. and State Highways by Highway Numbers and Cities.

INCLUDES:

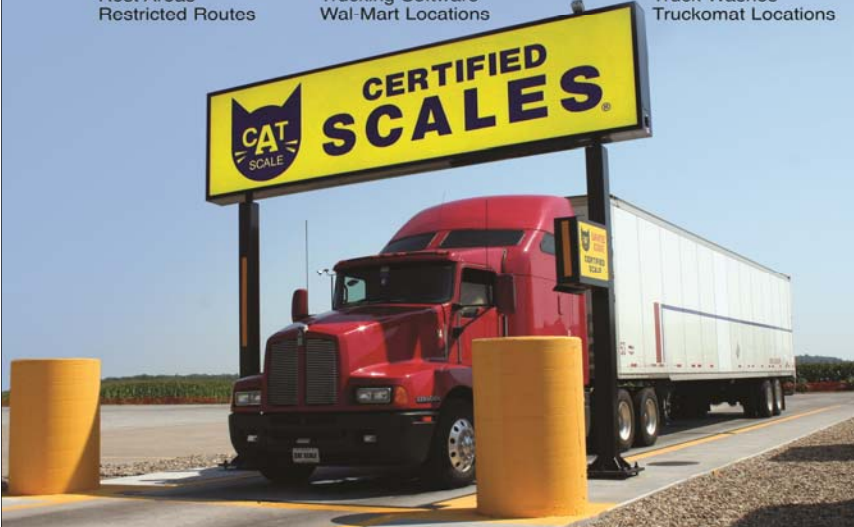
- Attorneys
- Brokers
- CAT Scale Locations
- CB Shops
- Low Underpasses
- Pilot Car Companies
- Rest Areas
- Restricted Routes

- Sam's Club Locations
- State Phone Numbers
- State Weight Stations
- Tire Sales & Repair
- Truck Repair
- Truck Speed Limits
- Trucking Software
- Wal-Mart Locations

NEW THIS YEAR:

- IdleAire Locations
- Motels
- Speedco Locations
- State Maps
- Tire Sales
- TripPak Locations
- Truck Washes
- Truckomat Locations

**Lowest Price
Ever \$12.95**



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Now Serving Truck Stops Across The USA
Official Truck Stop Exit Guide For All Wal-Mart Trucks

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2010 Facts For New Advertisers

**Shouldn't you be advertising in a publication where your ad is
Viewed in several available formats for one low cost?**

- There are over 275,000 owner operators on the road today. Their average days out are between 14 and 21 days. They need up to date information to make their business succeed. That's why they buy our Directory.
- They only pay \$12.95 for our Directory, no matter what format they choose, so your advertisement will always be with them.
- Published yearly since 1993, The National Truckers Service Directory list more than 7000 Truck Stops on Interstates and US Highways.
- We not only have owner operators purchasing our Directory, but also all of Wal-Mart Fleet Trucks, companies for their drivers, dispatchers and shippers.
- At a cost of just \$12.95 we are becoming the most sought after Directory on the market today, by all the Transportation Industry.
- The Trucking Industry uses our Directory when they are looking for services on the road. The need to make a decision right away - that's when you want them to see your products or services that are available.
- We provide the Drivers with the information they need, with nothing else to distract there attention. We have more information than any other publication available to the Trucking Industry.
- We are not only in Truck Stops across the USA, but are on the road six months out of the year setting up as many new locations as possible.
- We are the only publication to the Trucking Industry that offers our Directory in so many formats. Book, Download from our website, and CD-ROM.
- We are not a monthly publication like others. Your advertisement is for the year and is included in every format we offer, all for just one low yearly cost.
- This year we are expanding to include applications for cell phones and e-readers. This means our Directory will be available in more formats than ever before, to more individuals than any other publication on the market. Your products and services will be seen by a market almost untouched until now.

**Your ad will be in every truck, desk, computer, cell phone or
e-reader for the entire year. We also have a web page listing all our
advertisers for the year at no additional cost to you.**

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Advertising Benefits

We sell over 60,000 copies a year in three different formats.

- We are one of the best known Trucking Publications today. Sought after daily by Truckers across the USA.
- We are referred to, by Truckers on the road, as the Truckers Bible.
- We not only keep in contact with Truck Stops yearly, but we have drivers calling us to let us know of any changes they might find..
- We not only have accurate, detailed information, but offer more information to the Trucking Industry than any other publication on the market. Helpful State Phone Numbers - Rest Areas - Wal Mart Locations - Sam Club Locations - Area Codes - Truck Speed Limit - State Maps showing Truck Stop Locations - Truck Stops on Interstates by Exit Numbers - Truck Stops on US Highways - Cat Scale Locations - Transportation Brokers - State Weight Stations - Low Underpasses - Pilot Car Companies - Truck Washes - Truck Service and Repair Locations - Tire Locations - Motels with Truck Parking and much, much more.
- We have nationwide distribution, not only to Truck Stops in all 48 States, but to Trucking Companies, Shippers, and over the Internet in all formats available.

The benefits to you as an Advertiser with our Directory

- Truckers, Dispatchers and all decision makers use our Directory daily looking for Products and Services when they are making purchase or repair decisions.
- You pay only one yearly cost, not monthly, for your advertisement no matter what format the purchaser orders.
- Your ad will not only be viewed by over 60,000 decision makers, but with your ad being listed on our website, cell phone applications and e-readers, it will be viewed by over 100,000 more people yearly.

Remember, as we add our Directory to more & more formats, the visibility of your products and services grow exponentially, yet your cost remains the same.

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Rates and Specifications

Advertising Rates

- Front Cover - Full Color - \$9500.00
- Back Cover - Full Color - \$6500.00
- Inside Front Cover - Full Color - \$5500.00
- Inside Back Cover - Full Color - \$5500.00
- Full Page Color Ad - Nationwide Section - \$1900.00
- Half Page Color Ad - Nationwide Section - \$1000.00
- Full Page - Black & White Ad - State by State Section - \$1650.00
- Half Page - Black & White Ad - State by State Section - \$ 850.00
- Quarter Page Color Ad - Nationwide Section - \$650.00
- Quarter Page Black & White Ad - State by State Section - \$550.00
- Business Card Ad - Full Color - Nationwide Section - \$400.00
- Business Card Ad - Black & White - State by State Section - \$300.00
- Basic Line Ad - Black & White Listing in the State by State Section - \$175.00

Ad Specifications and General Information

- The National Trucker's Service Directory is printed on a web press offset and is perfect bound.
- All materials are due by October 1st, 2010
- All ad's must be submitted in high resolution PDF Files, Microsoft Word, or Microsoft Publisher.
- All Ad's must be submitted in Black & White or CMYK Full Color.
- All Full Page Ad's are Full Bleed and need to be 8.5 X 11.
- Half Page Ad's are Full Bleed and must be 8.5 X 5.5
- Quarter Page Ad's are Full Bleed and must be 4 x 5
- You can upload your Ad on our advertising page at www.crbookcompany.com/advertising.php

Please contact us at 828-238-9612 or by e-mail at sales@crbookcompany.com

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Contract & Insertion Order

We put Ad's in the Directory on a First Come, First Serve order.

Terms And Conditions

- **Issuance:** The National Truckers Service Directory is Published annually by DC Book Company (Publisher)
- **Closing Date:** October 1st. 2010
- **Commissions and Terms:** With approved credit, advertisements are billed on a 21 day invoice. A 1.5% per month service charge is added to unpaid accounts after 30 days. All rates are net to Publisher. Publisher reserves the right to hold advertiser and agency jointly and severally liable for such monies as are due Publisher plus reasonable court cost of collection including attorney fees and court costs.
- **Indemnity:** Advertiser and it's agency, jointly and severally agree to defend and save harmless publisher against any and all loss, expense, cost of defense including attorney fees and court costs, or other liability resulting from or related to any and all claims or suits (including, but not limited to, libel, invasion of privacy, plagiarism, trademark and/or patent infringement) that may arise out of publication or distribution of advertiser's advertisement.
- **Omissions and errors:** Publisher reserves the right to omit all or part of any advertisement and advertiser and it's agency agree not to hold Publisher liable for such omissions. Publisher's liability for errors will not exceed amounts paid by advertiser to Publisher for advertising space.
- **Choice of Law and Venue:** All advertisements are subject to acceptance by Publisher. This contract is therefore deemed to have been entered into in Joplin, Newton County, Missouri. The parties agree that this contract is governed by the laws of the State of Missouri and that any legal proceedings brought by either party may only be brought and maintained in the State and Federal courts in and for Newton County, Missouri. Each of the parties hereby waives the right to a trial by jury in the event of such litigation. The parties agree that the terms and conditions for this contract will prevail in case of any inconsistency or conflict with advertiser's purchase order.

Advertiser and it's agency agree that Publisher has no liability for incidental losses due to omissions or errors in Publication or advertisement.

Ad Size and Cost: _____

Advertiser's Name _____

Address: _____

Phone: _____ Fax: _____

E-Mail: _____

Signature: _____

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