

CLASSIFIED ADVERTISING **TIRE BUSINESS**[®]

RATE CARD & SPECS

2021 MEDIA KIT

rates listed are per ad, per week*

1.5625" WIDE

Most Common Ad Sizes

3.3125" WIDE

1 col. x 1" = 1" ad *

1x - \$235	13x - \$193
3x - \$222	19x - \$187
6x - \$210	26x - \$176

2 col. x 2" = 4" ad *

1x - \$940	13x - \$772
3x - \$888	19x - \$748
6x - \$840	26x - \$704

1 col. x 2" = 2" ad *

1x - \$470	13x - \$386
3x - \$444	19x - \$374
6x - \$420	26x - \$352

2 col. x 3" = 6" ad *

1x - \$1,410	13x - \$1,158
3x - \$1,332	19x - \$1,122
6x - \$1,260	26x - \$1,056

1 col. x 3" = 3" ad *

1x - \$705	13x - \$579
3x - \$666	19x - \$561
6x - \$630	26x - \$528

2021 CLASSIFIED DISPLAY RATES

FREQUENCY	1x	3x	6x	13x	19x	26x
PER COL. INCH	\$235	\$222	\$210	\$193	\$187	\$176

4 (CMYK) COLOR INCLUDED IN ALL CLASSIFIED PRINT AD RATES *ALL RATES ARE GROSS

NEW ADVERTISER FREQUENCY INCENTIVE:

# OF ADS PURCHASED:	2	4	6	14	20	26
# OF FREE ADS INCLUDED:	1	2	3	7	10 <small>Double Size!</small>	13 <small>Double Size!</small>

INCLUDED: TB Digital Edition | TB Online Classified Website

CLASSIFIED AD DEADLINES:

Typically 7 days in advance of each issue but are subject to change - check with Tire Business Classified to be sure.

CLASSIFIED ADVERTISING RATES:

Rates are per column inch and in 1/4 inch increments. frequency is determined by the number of ads that run in Classified in a 12 month time frame.

DISCOUNTS:

Rates can drop by as much as 40% using our frequency discounts. 15% Agency Discount will be applied.

INQUIRE TODAY!

LYNN CALCATERRA • CLASSIFIED SALES MANAGER
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