

Selection from 2007 Topics

No. 1/2007 – March

Road toll situation today
Navigation systems - tool for lowering costs in cargo companies
Body: a tool for individual needs of transport companies

No. 2/2007 – May

Software solutions for optimal capacity utilization in cargo transport
Fleet financing
Manipulators in transport and logistics

No. 3/2007 – September

Motivation of drivers as a tool for stabilisation of a cargo company
Option or necessity? From transport to logistics
Fuels, lubricants and other fluids in context of Euro 4/5 emission standards

No. 4/2007 – November

Transport company certification
The European Road Transport Show, Amsterdam
Tyre management in a transport company

Technical conditions for print advertisements

Ready for print material:

Standard composite PDF file (Acrobat 4/PDF 1,3; resolution 300 lpi, colour matching C = 15° M = 75° Y = 90° K = 45°), types in curves, colour process CMYK, chemical or digital proof prints recommendable, bleed 5 mm, crop and matching marks minimum 3 mm from crop. Format 1:1

Material for further processing by Truck & Business:

Images in jpg, tiff, eps, resolution 300 dpi. Semi-finished material in PDF, Photoshop, Illustrator software, always in curves.

Please e-mail your printing material to:

E-mail: info@truck-business.cz

General conditions for print advertising

Cancellation terms: cancellation 22 days and more prior to publishing date: 30 % of the price, 21 – 15 days: 60 %, less than 15 days: 60 %. For full version of General Conditions please refer to www.club91.cz

2007 time schedule

Issue	Deadline for ad orders	Deadline for printing material	Distribution
1 / 2007	1. 3.	7. 3.	21. 3.
2 / 2007	9. 5.	16. 5.	30. 5.
3 / 2007	30. 8.	6. 9.	20. 9.
4 / 2007	1. 11.	7. 11.	21. 11.

Price

Price list:*	
2/1	3930 EUR
1/1	2100 EUR
1/2	1250 EUR
1/3	965 EUR
1/4	750 EUR

Cover pages:

Back cover page	+ 50 %
2nd cover page	+ 30 %
3rd cover page	+ 20 %
Front page (format 210 x 220 mm)	+ 100 %

PR articles:*

1 page	2465 EUR
2 pages	4285 EUR

Inserts*

A4 leaflet	
double-sided	2100 EUR
Additional page	+ 50 %
More voluminous prints and non-standard formats up to negotiation.	

***) all the prices are without VAT**

Discounts

Based on financial amount per year	
1800 – 3 000 EUR	-3 %
3001 – 6 000 EUR	-5 %
6001 – 10 000 EUR	-8 %
10001 – 18 000 EUR	-12 %
18 000 EUR and more	-15 %
15 % agency commission	
(applicable on delivery of ready - for - print ad material only).	

Formats

1/1 Front cover page

- Bleed format (w x h) 210 x 220 mm
- Clean size (w x h) 185 x 272 mm
- Bleed (w x h) 210 x 297 mm

2/1

- Clean size (w x h) 395 x 272 mm
- Bleed (w x h) 420 x 297 mm

1/2

- Clean size (w x h) 90 x 272 mm
- Clean size (w x h) 185 x 125 mm

1/4

- Clean size (w x h) 90 x 125 mm
- Clean size (w x h) 185 x 65 mm

1/3

- Clean size (w x h) 185 x 85 mm

■ For all Bleed formats an extra 5mm must be added for cut!