

LIFELINER MAGAZINE

2017 Rate Sheet and Editorial Calendar

ADVERTISING RATES

FULL PAGE

- \$1,170 --- Contract Per Issue Rate
- \$1,300 --- Per Issue Rate

HALF PAGE

- \$756 --- Contract Per Issue Rate
- \$840 --- Per Issue Rate

QUARTER PAGE

- \$486 --- Contract Per Issue Rate
- \$540 --- Per Issue Rate

BUSINESS CARD

- \$293 --- Contract Per Issue Rate
- \$325 --- Per Issue Rate

The Lifeliner Magazine was established in the 1940's and has consistently been a valuable IMTA member benefit since its start. It is distributed three times a year to over **1,600** members, prospect members, regulators, legislators and business leaders across the state.

The Lifeliner is a highly anticipated publication that keeps our readers informed on industry news, IMTA advocacy efforts, member outreach and IMTA events throughout the year. Choosing to advertise in the Lifeliner is sure to be a worthwhile investment for your brand.

Advertising may be purchased one issue at a time or at a discounted rate, per issue, with a year-long contract. Cornerstone sponsors may be eligible for an even larger discount.

AD SUBMISSION & DISTRIBUTION DATES

SPRING ISSUE

- Ad Deadline --- February 15
- Distribution Date --- March

SUMMER ISSUE

- Ad Deadline --- June 15
- Distribution Date --- July

FALL ISSUE

- Ad Deadline --- October 15
- Distribution Date --- November

LIFELINER MAGAZINE

2017 Rate Sheet and Editorial Calendar

ADVERTISING CHOICE

Please place a check mark in each box that corresponds with your advertising preference. Prices listed are per issues prices.

	Full Page	Half Page	Quarter Page	Business Card
Year Contract	<input type="checkbox"/> \$1,170	<input type="checkbox"/> \$756	<input type="checkbox"/> \$486	<input type="checkbox"/> \$293
Spring Issue	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$840	<input type="checkbox"/> \$540	<input type="checkbox"/> \$325
Summer Issue	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$840	<input type="checkbox"/> \$540	<input type="checkbox"/> \$325
Fall Issue	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$840	<input type="checkbox"/> \$540	<input type="checkbox"/> \$325

Company _____

Company Contact _____

Mailing Address _____

City, State & Zip _____

Email Address _____

Phone Number _____

ADVERTISING AGENCY

Please complete if you will be using an advertising agency.

Advertising Agency _____

Contact _____

Email Address _____

Phone Number _____

PAYMENT POLICY: Advertisers and advertising agencies are jointly responsible for payment of all insertions. The Iowa Motor Truck Association will invoice the advertiser or agency after the publication is distributed, and will provide tear sheet either electronically or mailed with invoice. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the IMTA, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser or agency agrees to pay attorney fees and all costs incurred by the IMTA.

The advertiser or agency will bear full responsibility for withholding advertising materials that may violate any law, regulations or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, indemnify and hold harmless the publisher from all third-party claims on account thereof.

The IMTA reserves the right to reject any advertisement, photograph or illustration that is not deemed in keeping with standards of the publication.

I acknowledge upon signing this contract that I have carefully read and accepted the terms, conditions and policies associated with this contract. I further understand that any verbal agreements are not binding to this agreement.

Authorized Signature _____ Date _____