California Construction Trucking Association

AFFILIATE MEMBERSHIP APPLICATION

"Reach and Network with the Largest Concentration of Construction Trucking Firms in the U.S."

CCTA • 334 N. Euclid Avenue • Upland, CA 91786-6031 • (909) 982-9898 • (909) 985-2348 Fax
www.CalConTrk.org/Affiliates

Affiliate Dues - $500 Annual

Company Name _____

Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Type of Business _____
(Depending on your business type, we will have you listed, unless otherwise noted)

Phone _____ Fax _____

E-Mail _____ Web Site _____

**Signature _____ Date _____

Branch Stores ❑ No ❑ Yes. How many? _____

Sponsor Name _____

❑ YES - Do you wish them to be members with all the same benefits as the Member Location.
Include Branch Store information on the BACK of this form.

In applying for and receiving membership in the California Dump Truck Owners Association (CCTA), I/we agree:
1) To comply with the By-laws of the Association where applicable to the affiliate member,
2) To pay membership dues and fees on or before the 20th of each period as established in the By-laws of the CCTA.

***AFFILIATE BRANCH STORES** *(additional $50 per branch)*

Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

*Additional store branches,mark on back of this form. Please note, listing additional stores on magazine and association website directory is an additional $50 per branch store for maintenance and printing costs. *NOTE: ** When paying Member Dues, $48.00 of your dues will be utilized to cover the annual subscription costs of the associations California Transportation News magazine. By signing this Membership Investment Application you are agreeing to these voluntarily subscription terms.*

METHOD OF PAYMENT

Payment: ❑Check (payable to CDTOA) **Credit Card: ❑MC ❑Visa ❑American Exp. ❑Discover**

Card No.: _____-_____-_____-_____ Exp.Date _____/_____

Signature: _____ Date_____

California Construction Trucking Association

AFFILIATE MEMBER BENEFITS

"Reach and Network with the Largest Concentration of Construction Trucking Firms in the U.S."

ADVERTISING

- Communicate your message to every California construction trucker and material producer, by utilizing the **California TRANSPORTATION News Magazine** (CTN) and **CalConTrk.org**. Compare - it's a great bargain. Our advertising rates are a fraction of the cost of most broad based industry publications and sales magazine.
- All Affiliates will receive **25% Advertising Discounts** on all publishing rates in the CTN and:
  - **A. Thirty percent (30%) discount** on ads in the PRO-TECH section. (Business card size)
  - **B.** We design all ad composition(s) at no cost.
- Four Free lines in our Classified section. (For non-related services and products only)
- Authority to use the **CCTA logo** in/on your advertising, business cards, mailings, place of business, etc.
- CCTA's Advertising and Marketing Group possesses the experience, expertise, creativity and design tools needed to meet all your marketing and advertising needs.
- **CalConTrk.ORG** will link your web site page from our site.

GENERAL

- Standing invitations to all local meetings for your managers and sales people. Short presentations regarding your products/services are welcome and encouraged. Contact the area chairperson to arrange a time so they can include the information in the Chapters Meeting Notices.
- Consider conducting or hosting a chapter meeting(s) at your facilities, office or locations of your choice. Recognition of such meetings can be included in the **California TRANSPORTATION News** (CTN) column *"Action in the Chapters".* Article must be submitted by chapters.
- Help support us with many legislative issues on our agenda that affects us - and you!
- **Free subscription(s) to the California TRANSPORTATION News** (CTN), a monthly periodical publishing by CCTA.
- Monthly listing of affiliation, by products/services, in the **CTN "Affiliate Directory" and CalConTrk.ORG/Affiliates**
- News releases regarding your organization and products are encouraged for free publications in the CTN **"Hot News & Products" section.**
- Group fuel discounts, through affiliated organizations.
- Affiliated member's truck drivers may participate in the association's recognized "Driver Training and Safety Program." This program will inexpensively fulfill the BIT, DMV/CHP, DOT and OSHA requirements.
- Group health insurance, two dental plans available to you and your employees.
- All Affiliate members receive 15% discount on NEXTEL/SPRINT phone services and a 25% discount on accessories.
- **Scholastic Scholarship Award Program** - As an affiliate you and your employees' *children are eligible for this awards program for post high school academic pursuits.*
- Possible feature story in the center spread of the CTN regarding your company/organization.
- Affiliate Member prices for the Drug & Alcohol testing program through our sister affiliate **AADT**
- Credit Union membership and loans through Prospectors Federal Credit Union.

Branch Stores may qualify under a variety of situations, a truck manufacture joins CCTA as a prime Affiliate and dealer stores than may join as branch stores with all the same benefits with an added fee to cover publication and mailing costs - $50/yr.

DUMP TRUCK SHOW AND CONVENTION *(Announced in July prior to Applicable Years)*

Every year, CCTA will consider sponsoring an industry trade show in Southern California.
When a trade show is scheduled the following will apply to affiliate members.

1. Prime locations for equipment display spaces and booths during the annual convention.
2. Discounts on all preregistration for the annual dump truck show.
3. Special acknowledgments in the CTN are made in issues prior to and following the show regarding exhibitors.

California TRANSPORTATION NEWS

2012 ADVERTISING RATES

Rev. 2/2012

Published Monthly by the California Construction Trucking Association

CLOSING DATES

- **Submission – 25th** of the preceding month.
- **Published** – Approximately the last day of the preceding month.
- **Mailed Monthly** – 2nd Class within 7 days of publishing date.

BOOK, DIGITAL & AD SPECS

- **Book/Trim size** – 8 1/2" x 11"
- **Ad Size Specifications** – (SEE MECHANICAL SIZE LAYOUT)
- **Digital Image Size** – 250 dpi or Higher, CMYK
- **Digital Image Type** – TIFF, JPG, PDF, PSD, EPS
- **For Bleeds** – Add 1/4" or 1/8" out side the book size
- **Publishing Files** – Adobe InDesign, Adobe PageMaker Adobe Photoshop, Adobe Illustrator, PDF, MS Word
- **Color Separations/Tear Sheets** – provided upon request and will be passed on to the customer at publisher's cost.

ORDERING INSTRUCTIONS

1. Clearly draw your ad as you would like to see it.
2. Provide any artwork, images or fonts that will be inserted in your ad. All artwork or images should be as clean as possible.
3. Specify the ad size, number of insertions, and the issue(s) in which the ad is to start.
4. Mail or E-mail all pictures, artwork, placed fonts that will be used. If you send in on CD or ZIP disk, make sure it is PC compatible.
5. Fax a copy of your advertising contract, following up with a phone call to CDTOA.

Note: All pictures, artwork and disks will not be returned.

CIRCULATION PROFILE

As of January 1, 2010 the mailing lists consists of over 1,500 transportation companies, Owner-Operators, construction and material producers primarily located in California.

TERMS

Non-Affiliated advertisers are required to pre-pay, unless other arrangements are settled. Affiliate payment is due within 30 days from date of Invoice/Statement. Any Invoices/Statements not paid within 30 days are subject to 12% APR late charge.

CLASSIFIED TERMS

*Members & Affiliates receive up to Four Lines of type for FREE. Affiliate members may only advertise free in the Wanted or other sections if it's for products or services not within the scope of the affiliates business(es). All classified ads are placed for three months starting on the first of each month's issue. Deadlines are on the 25th of the month for the proceeding issue. Non-Members must pay in advance for placement. We reserve the right not to place ads that may mislead or are considered offensive or inconsistent with our policies. If you are an affiliate and would like to know how to advertise, call us and ask for a Media Kit or down load from our web site at www.cdtoa.org.

Send All Enquiries to: CTN Magazine

334 N. Euclid Avenue • Upland, CA 91786

(909) 982-9898 • Fax (909) 985-2348

Publishing@CalConTrk.org

STANDARD INSERTION RATES

Affiliate & Member Rates – Subtract 25%

Agency Rates – Add 15%

BLACK & WHITE RATES

(Per Insertion)

AD SIZE	1X	3X	6X	12X
Full	$445	$412	$375	$324
2/3	$318	$313	$291	$253
1/2	$258	$220	$209	$192
1/3	$236	$209	$198	$181
1/4	$214	$198	$176	$159

4 - COLOR RATES (Add to B&W Rates Above)

1X - 3X $320	6X - 12X $200

2 - COLOR RATES (Add to B&W Rates Above)

1X - 3X $100	6X - 12X $90

PROFESSIONAL AND TECHNICAL AD (PRO-TECH) (Business card size ad with 2 Colors)

Affiliates ..... 3 months **$90**.....12 months **$300**

Non-Affiliates ..... 3 months **$125**.....12 months **$480**

CLASSIFIED AD RATES

***Free Classified text ads to Members and Affiliates**

4 lines or less, 3 months in CTN and CDTOA.org

Non-Members/Affiliates .$20 Additional lines...$10

CLASSIFIED (1/8 Business Card Display Ad)

Members **$40**

Non-Members & Affiliates.....**$80**

COVERS or CENTERFOLD (Per Insertion)

NOTE: 4-Color standard on front and back covers and centerfold. Must advertise 6x or more.

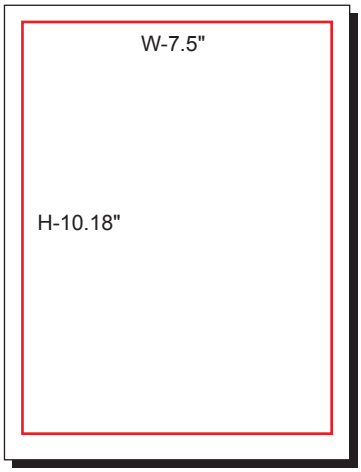
Front Cover	N/A
Back Cover	**$825**
Inside Front	**$605**
Pages 1, 2 & 3	**$468**
Inside Back	N/A
Centerfold	**$1,100**

California TRANSPORTATION NEWS

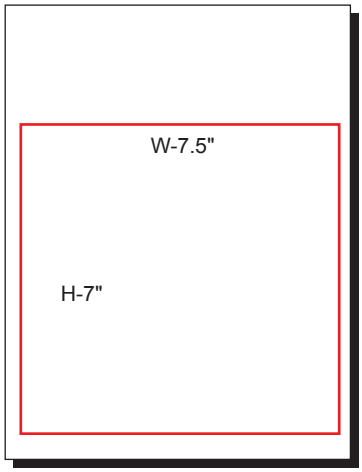
Rev. 2/2012

MECHANICAL SIZES ON NON-BLEED ADS

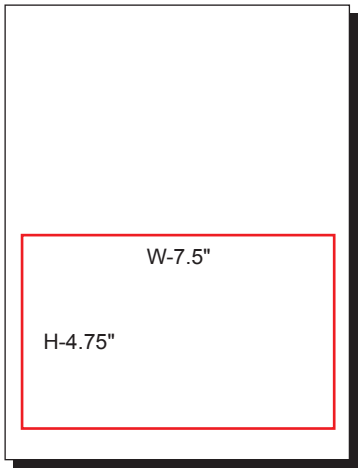
Full Page Inside Margins



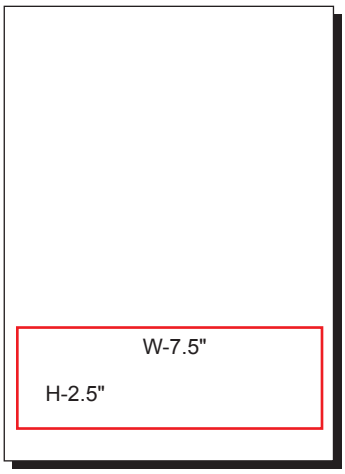
2/3 (H) Page



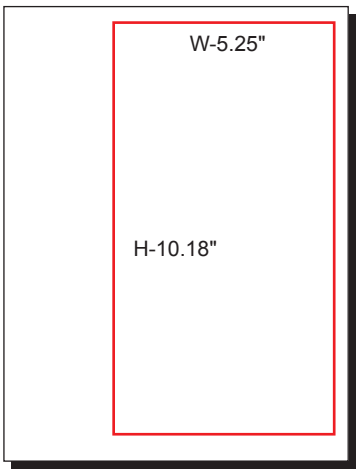
1/2 (H) Page



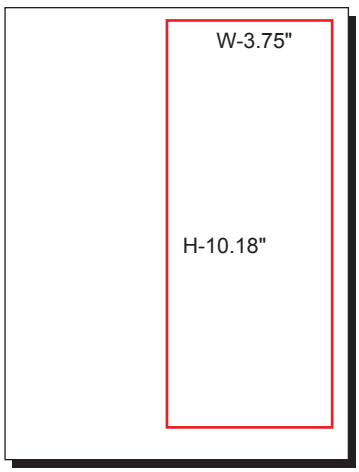
1/3 (H) Page



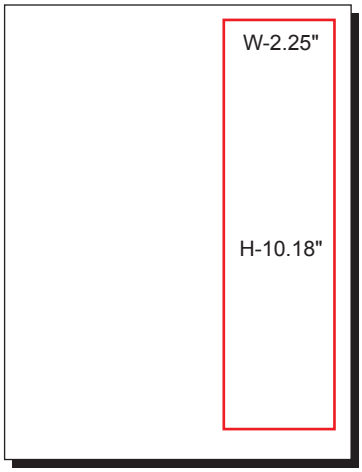
2/3 (V) Page



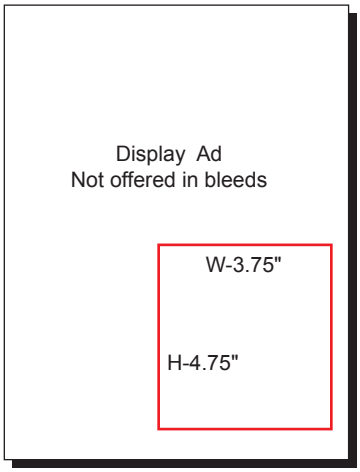
1/2 (V) Page

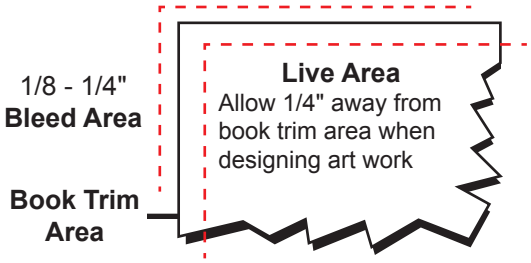


1/3 (V) Page



1/4 Page

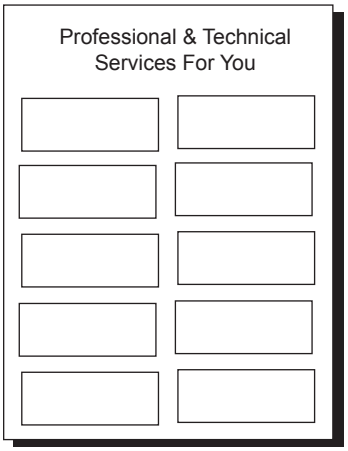




Pub Info - Trim Size - 8.5" x 11"
Margins Size - .25" (L, R, T); .75" (B)

Artwork Bleed layout - When bleeding your ads, please allow a 1/8-1/4" from Book Trim (outer edge of publication) to Live Area, this allows a 1/8" to 1/8" from cutting and binding into your ads artwork. The spec size sheets above are for non-bleed areas.

1/8 Page Layout
Business Card



Advertising in the California Transportation News

- Increases sales to the construction industry.
- Builds name and brand awareness for sales.
- Communicates your message
- Economical rates mean greater gross profit per sale.
- Discounted advertising rates for Affiliate & Members
- We Design your Ad!

DON'T let your message get lost in the freight truck magazine when you are actually trying to contact the construction people! High, but "empty", circulation numbers do not translate into reader awareness because they do not fit the needs of dump truckers. The CTN does fit; because dump truckers read it every month to get the lifeblood information they need to continue to succeed and to get further ahead.

California TRANSPORTATION NEWS

ADVERTISING CONTRACT - 2011

Rev. 2/2012

Affiliate & Member Rates – Subtract 25% Agency Rates – Add 15%

Number of Page (s) Advertising:_____ **Run Advertisement:** 1X ❒ 3X ❒ 6X ❒ 12X ❒

Advertisement Size: Full ❒ 2/3 ❒ 1/2 ❒ 1/3 ❒ 1/4 ❒

4 Color Rates: 1X - 3X / 6X or more
Add to B&W Rates ❒ **$320** ❒ **$200**

2 Color Rates: 1X - 3X / 6X or more
Add to B&W Rates ❒ **$100** ❒ **$90**

Pro-Tech Ads - 1/8 Business Card (2 colors only)
Affiliates ❒ **3X - $99** ❒ **12X - $330**
Non -Affil. ❒ **3X - $138** ❒ **12X - $528**

Classified Ads - 1/8 Business Card
Members & Affiliates ❒ **$45**
Non -Memb. & Affil. ❒ **$85**

Classified Ads -
Non -Memb./Affil. ❒ **$25**
Additional lines - $10 *(Depending on Classified ad)*

OFFICE USE ONLY	
Start Date:_____	**End Date:**_____

BLACK & WHITE RATES Per Insertion

AD SIZE	1X	3X	6X	12X
Full	$445	$412	$375	$324
2/3	$318	$313	$291	$253
1/2	$258	$220	$209	$192
1/3	$236	$209	$198	$181
1/4	$214	$198	$176	$159

For Cover or Centerfold insertions, contact us for rates, Inside Back Cover and Cover are not available. See your media kit Mechanical Sizes for detailed specs on advertising layouts.

Instructions

❒ Set rough draft by advertiser
❒ Camera ready artwork attached (Digital files, Disk or e-mailed PDF document (s))
❒ Please call me for instruction
❒ Other instructions: _____

_____

Total Advertising Price: _____

Name_____ Company Name_____

Address_____

City_____ State_____ Zip_____

Phone_____ Fax_____

E-Mail_____

*Signature_____ Date_____

*Signing this advertising contract holds you responsible of agreeing to advertising terms and conditions found in this media kit

METHOD OF PAYMENT

Credit Card: ❒**MC** ❒**Visa** ❒**American Exp.** ❒**Discover** **Bill my CDTOA Account:** ❒

Card No.: _____-_____-_____-_____ **Exp.Date** _____/_____

Signature: _____ **Date**_____

Proposed CTN Magazine Advertising Policy

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the California Construction Trucking Association and the California Transportation News Magazine ("Publisher" or "CCTA") harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication.

The Publisher reserves the right to refuse or reject any and all advertising. Prior to publication the publisher must review advertisements that for any reason are considered questionable. The Publisher may refuse advertisements for any reason deemed unacceptable. Publisher reserves the right to add the word "Advertisement" at the top and/or bottom of, or anywhere within any publication page, that in the Publisher's sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication's rate card, or any amendment thereof.

The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser's materials. CCTA does not accept advertisement for liquor, tobacco, firearms or competitive educational programming or competitive membership offerings.

Additional Suggestion:
The Publisher suggests that affiliates refrain from utilizing other affiliates names, products or caricatures of persons or products within their advertisements in a negative manner.