

# MEDIA SPECIFICATIONS

## Newport's **DIESEL PUMP TOPPERS**

The Diesel PumpToppers Network's truckstops are Coast-to-Coast with nearly 700 locations featuring Diesel Island Pump Toppers, with more than 7,000 single face Advertising Displays. The Network's Average Daily Trucker Traffic is 1,654...and traffic on truckstop truck fueling islands is 100% Trucker.

NPDT truckstops vary in size, shape and number of fueling islands. The minimum size location has 4 advertising displays on four diesel pumps and the largest fuel stop has 24 diesel pumps. Only one advertiser per category is allowed under a single fuel island canopy.

### Single Face Advertising Display Placards

NPDT Rates are based upon the average number of available Advertising Displays per truckstop. Rates include 4/C printing from file or disk for any 3 month, or greater, program.

Placards per Truckstop	per month
4-5	\$240 net
6-7	\$260 net
8-11	\$280 net
12 or more	\$320 net

## Verification & Policies

### Network Servicing

Newport Diesel Pump Toppers are serviced by roughly 100 contractors who travel in excess of 74,000 miles per month.

### Show Verification

Monthly installation by field representatives is recorded and photographed with computerized affidavits verifying showings. All installations are regularly inspected and audited.

### Material Deadlines

Advertising materials contracted by the first of the month and received by the 5th will be on display by the 10th of the following month. Files by the 5th.

### Special Requests

Purchases by traffic volume, region and specific truckstop locations are available.

### Copy Changes

Changes made more often than every 90 days will be charged 20% premium.



## Digital File Submission Requirements

There are two sizes of pump toppers – create two files:

- 1) Viewable area 18.5 x 9.75 inches; Trim size 20 x 12 inches.
- 2) Viewable area 22 x 12.125 inches; Trim size 23 x 14 inches.

**Adobe InDesign, Quark XPress, Adobe Illustrator or Adobe PDF**

Versions accepted: InDesign 2.0 or greater; Quark 6.0; Illustrator 8.0 or greater. Microsoft Publisher or CorelDRAW files not accepted.

- Include all fonts or convert to outline (Opentype, Postscript Type 1, Screen & Printer fonts– TrueType fonts not accepted)
- Include all linked artwork (see requirements for Photoshop graphics)
- Set up all colors as 4 Color Process (not spot) unless ad will run as special spot color (i.e. metallic or day-glo inks)
- Document size must match ad size exactly.

### Adobe Photoshop

Versions accepted: 4.0 or greater

File formats: CMYK EPS, CMYK TIFF, Grayscale EPS, Grayscale TIFF. SWOP standards.

- Documents must be created full-size at 300 dpi (72 dpi files not accepted).

### Adobe PDF

- PDF/X-1a preset with bleeds and crops. CMYK at 300 dpi.

### Media and Proofs:

- Ads may be provided on CD or e-mailed. We cannot insure color fidelity without an industry-standard contract proof.

## Shipping Instructions

Ship or send all contracts, insertion orders and materials to:

### Newport's Diesel Pump Toppers

1800 Vernon St., Ste. 5  
Roseville, CA 95678  
(916) 786-3073 Ext. 10  
email: tbratvold@truckinginfo.com

To place your order or to talk to a Newport Diesel Pump Toppers sales representative, call (916) 786-3073 Ext. 10