

# LOGISTICS WEEKLY

*Dedicated. Connected. Trusted.*



## Advertising Rate Card 2017

### Readership

TIA Logistics Weekly is distributed weekly on Wednesday via e-mail to all TIA members and associations. Distribution is to more than 6,000 third-party logistics professionals.

### Preferred Placement

Preferred placement is not available.

Ads are randomly placed in the publication.

Rates are based on consecutive ad placement if a request for specific dates (nonconsecutive) run dates are requested there will be a 15% charge added to the placement rate.

### Space Reservations

Closing date to reserve ad space and to submit artwork is the Friday BEFORE the publication is sent.







Fax completed Insertion Order forms to 703.836.0123 or email to [vaught@tianet.org](mailto:vaught@tianet.org)

**Pay for your company's full year of advertising to receive 5% off 2017 advertising rates**

### Frequency / Editorial Content

TIA Logistics Weekly is published 50 times per year.

### Submission Information

-  All artwork should be submitted via email.
-  All ads must be 150 x 150 or 175 x 75 at 72 dpi.
-  Ads should be in a .jpeg or .gif format.
-  Color ads should use RGB color values.
-  Supplying the advertisement artwork is the responsibility of the advertiser—NOT the publisher.
-  Ads should be emailed to Jenni Vaught [vaught@tianet.org](mailto:vaught@tianet.org)

### Weekly Ad Pricing

Number of Insertions	Cost	Dimensions
One (1 week)	<b>\$125</b>	150 x 150 or 175 x 75

### Weekly Multiple Insertion Discount Pricing

Number of Insertions	Total Cost	Cost per Ad	Dimensions
One Month (4 weeks)	<b>\$420</b>	<b>\$105</b>	150 x 150 or 175 x 75
Four Months (16 weeks)	<b>\$1,550</b>	<b>\$97</b>	150 x 150 or 175 x 75
Six Months (25 weeks)	<b>\$2,300</b>	<b>\$92</b>	150 x 150 or 175 x 75
One Year (50 weeks)	<b>\$4,250</b>	<b>\$85</b>	150 x 150 or 175 x 75



## 2017 TIA Logistics Weekly Insertion Order

### COMPANY INFORMATION

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State/Prov                      Postal Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

**Please run my ad for the following period of time (please check appropriate box)**

- One Week  
**Starting:** \_\_\_\_\_
- One Month  
**Starting:** \_\_\_\_\_
- Four Months  
**Starting:** \_\_\_\_\_
- Six Months  
**Starting:** \_\_\_\_\_
- One Year  
**Starting:** \_\_\_\_\_

Closing date to reserve ad space and to submit artwork is the Friday BEFORE the publication is sent.

Ads should be emailed to Jenni at [vaught@tianet.org](mailto:vaught@tianet.org)

### BILL TO (if different from above)

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State/Prov                      Postal Code

### PAYMENT INFORMATION

Enclosed, please find my **Check** for \$ \_\_\_\_\_ (payable to TIA)

Please **Charge\*** my       \$ \_\_\_\_\_

Credit card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Name as it appears on card (please print): \_\_\_\_\_

Card holder signature: \_\_\_\_\_

**Payment is due upon receipt of insertion order. Ads will not run until payment has been processed.**

**Pay for your company's 12 ads in full to receive 5% off 2017 advertising rates.**

### Questions? Contact Jenni Vaught

Phone: 615.465.6250    Email: [vaught@tianet.org](mailto:vaught@tianet.org)    Fax: 703.836.0123

Mail: 1625 Prince Street, Suite 200, Alexandria VA 22314