LCT MAGAZINE is the #1 source of information for chauffeured transportation professionals. For over 30 years, LCT has been the industry's primary source of news, features, reference information, and industry benchmarking.
THE LCT BRAND

EDITORIAL FOCUS & EXPERTISE
Beyond traditional livery transportation, LCT also covers all types of charter, tour, and chauffeured transportation, including bus management in every regular issue of the magazine. We cover technology extensively, as well as business operations, finance and insurance, and vehicle maintenance.

WEBSITE OVERHAUL
LCTmag.com relaunched in 2011 as the worldwide portal for industry news, research, statistics and information. Everything an operator or supplier could ever want to find out about our industry will now be housed on LCTmag.com. LCTmag.com is where you want your company to be seen when users are searching for business resources.

LIMOFSRASE.COM — THE BIGGEST ONLINE VEHICLE TRADER
LimoForSale.com is a safe and secure way to buy and sell pre-owned sedans, vans, buses and stretch limousines with state-of-the-art technology that is unbeatable.

AWARD-WINNING ENEWSLETTER
Reaching about 7,000 subscribers every week. As a testament to its popularity, advertising space this past year was completely sold out!

INTERNATIONAL LCT SHOW
Held annually in Las Vegas, is the industry’s official “pre-spring buying show,” the largest event of its kind. The National Limousine Association is our official partner. Print and online advertisers receive special booth pricing AND premium placement on the show floor.

LCT LEADERSHIP SUMMIT
An event for top operators and industry leaders who want to learn in a fast-paced and fun environment, filled with networking opportunities and one-on-one connections. We limit not only attendance but sponsorships, so inquire EARLY.

LCT SHOW EAST
An event for top operators and industry leaders who want to learn in a fast-paced and fun environment, filled with networking opportunities.

On a final note, our editorial team stays close to advertisers. Join the LCT family of clients and be assured that you will be tapped for inclusion in features and news. The more we get to know you, the more we can help you stand out and get noticed.

We look forward to working with you to ensure you meet…and exceed…your sales and business goals!

LCT Magazine has grown up with you, the coach builder, bus builder, dealer, financier, insurance provider, operator and technology business for 30 years. LCT has changed with the times – from a primarily chauffeur-centered publication to one that encompasses total fleet operations including all luxury chauffeured vehicles, such as limousines, sedans, vans, mini buses, limobuses and motorcoaches.

LCT constantly moves forward to be in front of ever-changing industry demands. Here are just a few of the updates we’ve made in our effort to best serve the industry.

—Sara McLean, LCT Publisher
DEMOGRAPHICS & STATISTICS

LCT magazine is the premier environment for readers and marketers, reaching a community of executives, business decision makers and entrepreneurs. LCT reaches a powerful market.

OUR AUDIENCE IS LOYAL

LCT has 6,500 subscribers. Online we average 15,064 unique visitors a month.

91% of our readers share their copy of LCT with an average of 3.5 other people, giving you a “net reach” of 21,000.

Our average readership tenure is 8 years.

72% regard LCT as the most valuable industry trade magazine.

OUR READERS TAKE ACTION

71% of our readers say they have visited an advertiser’s website after seeing an ad in LCT.

46% say they have contacted a dealer, supplier, or sales rep after seeing an ad in LCT.

OUR READERS ARE THE HEAVY HITTERS

The LCT reader is an executive-level professional. 86% of our print subscribers are president, owner, VP or partner.

The annual gross operator revenues in 2012 were $2.15 billion, an increase of 8% over 2011.

There is an average of 17 vehicles in a single fleet. There are an estimated 111,720 chauffeured vehicles on the road.

Our charter/tour bus audience has an average of 11 motor-coaches in their fleets.

21% of all chauffeured transportation companies offer at least one green vehicle in their fleets.

OUR AUDIENCE IS TECH-SAVVY

72% of operators use flight tracking software.

57% of operators allow customers to make real-time reservations via their websites.

63% use professional limousine/livery software.

67% of operators have employees who use smartphones for business functions.

4% of operators use a tablet device for some business functions.

48% use GPS tracking.

15% use driver cameras or on-board video systems.

55% have in-vehicle navigation.

80% use Internet advertising as their best marketing method.

63% have company Facebook pages.

52% of operators outsource their vehicle maintenance.

20% use a professional marketing company, consultant, or service.

Operators pay an average of $1061 on their monthly finance payment per vehicle.

46% of operators use an internet-based lead referral system.

VEHICLE FLEET SALES 2012

<table>
<thead>
<tr>
<th>Sedans/MKTs</th>
<th>SUVs</th>
<th>Stretch limousines</th>
<th>All buses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,751</td>
<td>285</td>
<td>911</td>
<td>1,085</td>
</tr>
</tbody>
</table>

Six out of 10 operators plan to add one or two vehicles in 2013.

Four out of 10 operators plan to add three or more vehicles in 2013.

23% plan to add five or more vehicles in 2013.

ESTIMATED NUMBER OF CHAUFFEURED VEHICLES IN SERVICE

109,300

OF OPERATORS PLAN TO ADD CHAUFFEURED VEHICLES TO THEIR FLEETS THIS YEAR

72%

FARM INS/FARM OUTS

17% of gross operator revenue comes from affiliated transportation company farm-ins.

8% of operator business runs are farmed out to affiliates.

30% of all operators use online affiliate networking or verification sites.

MOTORCOACH STATISTICS

Motorcoach companies in U.S. and Canada: 4,478

Total motorcoaches operated by companies in U.S. and Canada: 42,895

DEMOGRAPHICS OF MOTORCOACH PASSENGER TRIPS

Students 25%

Senior 23%

All other 52%

Percentage of operators using social media:

Facebook . . . 88%

Google Plus . . . 38%

Twitter . . . 56%

LinkedIn . . . 74%

FourSquare . . . 11%

28% of all chauffeured service reservations come from the Internet/websites.
EDITORIAL

Limousine, Charter & Tour is the #1 source of information for professional limousine, charter bus, and sedan operators. Since its inception in 1983, the magazine has been the industry's primary source of news, features, reference information, and statistics. Editorial material is timely, accurate, and drawn from the most knowledgeable sources in the industry.

Our magazine is devoted to helping operators turn bigger profits by increasing revenue and with smart cost savings. The magazine is packed with immediately useful business tips.

We have committed to the industry we proudly serve by becoming actively engaged, not merely reporting.

LCT MAGAZINE FACT BOOK

The place to find comprehensive industry statistics, parts and equipment, services and products, and networking connections.

LCT Fact Book Highlights

Exclusive Industry Research: Includes original research compiled by LCT editors for various industry surveys including: fleet sizes, comparisons by company size, gross operator revenue, industry demographics, salary surveys and earnings potential, service prices, and profit averages.

Current Directories & Supplier Listings: Every company or organization you may need to contact in the course of your business, including associations (regional and national), manufacturer-recognized dealers, manufacturers categorized by vehicle type, and 100's of suppliers of in-vehicle amenities to insurance and financing.

FARM IN/FARM OUT

LCT's Farm In/Farm Out section is a specially targeted section where operators can advertise their services/credentials to other operators outside their local territories, allowing them to expand their reach across 47 states and 25 countries.

LCT's research shows that 62% of operators work with at least one network.

LCT Magazine is distributed at key functions during the year, ensuring that professionals who recommend chauffeured transportation services know you and what your business offers. In 2014, we plan to distribute at the following events: Association for Wedding Professionals Int'l, Meeting Planners International, NBTA, BusCon, National Concierge Association.

Operators can generate viable leads and increase farm-in work with personalized ads, not just geographic listings, at 50% off standard LCT ad rates!

DEALER'S SHOWROOM

Dealer Show Room is a special section of LCT designed for regional vehicle dealers. This is a low-cost yet exceptional way to promote your sales and service center to the luxury ground transportation market.

We add an average of 500 NEW operators to our subscriber-base with EVERY ISSUE. That means, while your BRAND is seen by up to 20,000 sets of eyes each month, there are always new prospects checking your company out as well.

Added Bonus! If you wish to promote your trade-ins, do so with the all-new LimoForSale.com online trader. This is the perfect tie-in to your dealership advertisement.
2014 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>SPACE CLOSE</th>
<th>MATERIALS DUE</th>
<th>MAIL DATE</th>
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<tbody>
<tr>
<td>January</td>
<td>Pre-Show</td>
<td>11/11/13</td>
<td>11/14/13</td>
<td>12/16/13</td>
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<tr>
<td>February</td>
<td>Show Issue, Class &amp; Style -- Distribution: 2014 LCT Show</td>
<td>12/27/13</td>
<td>12/30/13</td>
<td>1/31/14</td>
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<tr>
<td>March</td>
<td>Special Events Issue</td>
<td>1/22/14</td>
<td>1/25/14</td>
<td>2/25/14</td>
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<tr>
<td>April</td>
<td>Post Show &amp; Industry Education</td>
<td>2/18/14</td>
<td>2/21/14</td>
<td>3/21/14</td>
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<tr>
<td>May</td>
<td>Fact Book/Industry Guide</td>
<td>3/19/14</td>
<td>3/22/14</td>
<td>4/21/14</td>
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<tr>
<td>June</td>
<td>Technology</td>
<td>4/17/14</td>
<td>4/20/14</td>
<td>5/20/14</td>
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<tr>
<td>July</td>
<td>Groups and Gatherings</td>
<td>5/19/14</td>
<td>5/22/14</td>
<td>6/20/14</td>
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<tr>
<td>August</td>
<td>Fleets &amp; Leadership Issue -- Distribution: GBTA</td>
<td>6/17/14</td>
<td>6/20/14</td>
<td>7/21/14</td>
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<tr>
<td>September</td>
<td>Bus/Mini-Bus Issue -- Distribution: BusCon</td>
<td>7/21/14</td>
<td>7/24/14</td>
<td>8/21/14</td>
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<tr>
<td>October</td>
<td>Fast 40/Innovations</td>
<td>8/19/14</td>
<td>8/22/14</td>
<td>9/22/14</td>
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<tr>
<td>November</td>
<td>Safety &amp; Training</td>
<td>9/16/14</td>
<td>9/19/14</td>
<td>10/17/14</td>
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<td>December</td>
<td>Global Issue</td>
<td>10/15/14</td>
<td>10/18/14</td>
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PRINT ADVERTISING RATES & Specs

4 COLOR DISPLAY AD RATES:

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<tr>
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<th>1x</th>
<th>2 Page Spread</th>
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<th>6x</th>
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<tr>
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FARM IN/FARM OUT AD RATES:

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<th>Full</th>
<th>Half</th>
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<tr>
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<td>$1,030</td>
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DEALER’S SHOWROOM AD RATES:

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GUARANTEED POSITIONS:
Guaranteed positions specified by advertiser or agency are 10% above rate card and non-cancelable for at least a 12x contract. These positions are as follows:

- Table of Contents
- Editor’s Page
- Masthead
- Letters
- Publisher’s Page
- Lead Page of Cover Editorial

SPECIAL POSITIONS:
Covers are non-cancelable. Rates per insertion based on a 12x contract (includes color):

- Back Cover................................................................. $5,000
- Inside Front Cover..................................................... $4,500
- Inside Back Cover....................................................... $4,000
- Opposite Table of Contents.......................................... $4,000

INSERTS:
All inserts are non-cancelable, furnished by advertiser complete/ready for binding. Advertiser should check with production manager before ordering printing.

- 2 page insert $3,915
- 4 page insert $6,695
- 6 page insert $9,865
- 8 page insert $12,800

- Our invoices are NET 30 days on approved credit for all services.
- New advertisers and agencies must prepay their first insertion and submit credit application.

PRINT AD CONFIGURATIONS:

- 2 PAGE SPREAD: Live Area 15” x 10”
  Bleed: 16½” x 11”
  Trim: 15¼” x 10⅛”

- FULL PAGE: Live Area 7” x 10”
  Bleed: 8½” x 11”
  Trim: 7¾” x 10⅛”

- 2/3 PAGE: Live Area 4½“ x 10”

- 1/2 HORIZONTAL: Live Area 7” x 4½“

- 1/2 VERTICAL: Live Area 3¾” x 10”

- 1/4 VERTICAL: Live Area 3½” x 4½”

- 1/2 ISLAND: Live Area 4½” x 7½”

- 1/3 SQUARE: Live Area 4⅛” x 4⅛”

- 1/3 VERTICAL: Live Area 2⅝” x 10”

FOR MORE INFORMATION, SPEC SHEETS, AND TO VIEW LIVE SAMPLES, VISIT MEDIAKIT.LCTMAG.COM
PRINT AD SPECS

GENERAL INSTRUCTIONS
Publisher reserves the right to reject any advertising that, in the sole discretion of the publisher, does not conform to publication standards. Publisher reserves the right to place the word “advertisement” on copy that, in its opinion, closely resembles editorial matter.

Advertisers will be short-rated if, within a 12-month period from the date of first insertion, they do not use the amount of space upon which their billings have been based.

Publisher is not bound by conditions appearing on contracts, insertion orders or instructions from any agency or advertiser that conflict with the terms listed herein. Only written instructions including those on contracts and insertion orders, agreed to in writing by the publisher, are binding.

INVOICES, CREDIT & CONDITIONS
Our invoices are NET 30 Days on approved credit for all services, payable in US dollars. Marketplace/Classified advertising: payment is required in advance – VISA, MasterCard, and Amex accepted. New advertisers and agencies may be required to prepay their first insertion and submit a credit application. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

POSITIONING REQUESTS
Positioning of advertisements is at the discretion of the Publisher. Position requests other than those specified in the rate card with an additional charge are valid only with the written acceptance of the publisher.

SEQUENTIAL LIABILITY
Publisher holds advertiser and/or its advertising agency jointly and severally liable for payment due to publisher. This applies even when a sequential liability clause is included in a submitted contract or insertion order.

PUBLISHER’S LIABILITY
Advertisers and their agencies assume liability for advertisement and agree to indemnify the Publisher from any loss or claim based upon the subject matter (including text, images, and illustrations), representations, trademark or copyright of submitted advertisements.

Publisher’s liability for any error will not exceed the cost of the space occupied by the error. Publisher cannot be held liable for circumstances beyond its control affecting production or delivery.

DIGITAL AD PRODUCTION REQUIREMENTS
Complete digital ad specifications can be downloaded at: www.lctmag.com. Click on the “Advertise” icon then “Ad Specifications.” All ad materials and production questions can be addressed to:

LCT Magazine
Sarah Paredes, Production Manager
3520 Challenger St., Torrance, CA 90503
PH: (310) 533-2497 • Fax: (310) 533-2501
Email: sarah.paredes@bobit.com

Sara Eastwood-McLean
LCT Publisher/Show Chair
NLA Corporate Liaison
Email: sara@lctmag.com
Phone: (253) 983-0515
Cell: (253) 330-0112
Fax: (253) 983-0516
Editorial: (310) 533-2489
www.lctmag.com

DIGITAL SUBMISSIONS FOR ADVERTISERS
(PRINT EDITION):
Ad Portal (Send My Ad): PDF ONLY. Ad Portal cannot accept compressed files.
Photoshop files saved as PDFs are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDFs.
New advertisers, click link https://bbm.sendmyad.com and create an account. Existing advertisers, log-in and follow upload instructions.
If you are unable to use our ad portal system (Send My Ad), please contact Production Manager for further instructions.

DIGITAL SUBMISSIONS FOR ADVERTISERS
(DIGITAL EDITION):
Digital editions cannot accept rasterized PDFs. PDFs must be 1st generation. All web/URLs must contain active links.

INSERTS AND OTHER SPECIAL MARKETING INNOVATIONS
Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available and by custom quote. Please consult with your Regional Sales Manager for a specific quotation on any of these services. If you have a unique marketing concept, please let us know—we would be happy to accommodate your special needs. Before ordering custom printing, advertisers should contact our Production Manager to determine quantity, size specs, mechanical requirements, and shipping instructions.

MARKETPLACE / CLASSIFIED ADVERTISING
Please call or email: classifieds@bobit.com or consult with your LCT Regional Sales Manager for more information. Typesetting is complimentary.

NEW PRODUCT RELEASE SUBMISSIONS FOR EDITORIAL
Advertisers may send new product releases for complimentary editorial publication to: lct@bobit.com, martin@lctmag.com or via regular mail. Only 5” X 7” @ 300 dpi color photos or images are acceptable for proper production quality. We do not guarantee product release placement or editorial PR text will appear in an issue. Editor has sole right to choose materials for inclusion.

FOR MORE INFORMATION, SPEC SHEETS, AND TO VIEW LIVE SAMPLES, VISIT MEDIAKIT.LCTMAG.COM
ONLINE MARKETING - A UNIQUELY MEASURABLE WAY OF ENSURING RETURN ON INVESTMENT

FAQs

<table>
<thead>
<tr>
<th>How many unique visitors do you have on your site monthly?</th>
<th>How many unique user visits does your site get each month?</th>
<th>How many pageviews does your site get monthly?</th>
</tr>
</thead>
<tbody>
<tr>
<td>21,777</td>
<td>30,693</td>
<td>76,699</td>
</tr>
</tbody>
</table>

HOW CAN YOU PROVE YOUR ONLINE TRAFFIC?
All our reports about our site traffic are generated by Google Analytics, the gold standard for web reporting. We will provide average pageviews, visits and unique visitors for the page(s) you are advertising on.

HOW WILL I MEASURE THE PERFORMANCE OF MY AD ON YOUR SITE?
You will receive a report from us from the independent ad tracking service Open Ad Stream. You’ll see how many impressions your ad received, as well as how many click-throughs. This information will help you evaluate online media, reviewing the effectiveness of your creative and copy.

HOW “ENGAGED” IS YOUR ONLINE AUDIENCE?
Our online users are active and engaged on the site. They visit an average of 1.4 times per month and they view 2.9 pages each time they visit the site. They spend an average of 2:49 minutes per visit (an increase of 13% over year-end 2012).

HOW DO YOU KEEP USERS COMING TO YOUR SITE, AND THEREFORE, SEEING MY AD?
- We produce a weekly e-newsletter that drives thousands of impressions to the site each week.
- Our writers, reporters, and bloggers post material daily.
- We do regular traffic-driving promotions to our email list.
- We cross-promote our site in our print magazine every issue, encouraging online viewership for web-exclusive material.
- We produce web-exclusive content that cannot be found anywhere but on our website.

CAN I SUBMIT MATERIAL TO BE PUBLISHED ON YOUR SITE?
Absolutely, we welcome contributions. Our goal is to provide a site with a variety of perspectives, voices, and levels of knowledge. Contact our editor to talk about specifics.

DO YOU HAVE VIDEO ON YOUR SITE?
Yes, and we welcome your submissions.
LCTMAG.COM AVERAGES 76,699 PAGEVIEWS A MONTH ON OUR INDUSTRY-LEADING WEBSITE. WE AVERAGE 21,777 UNIQUE VISITORS TO THE SITE EVERY MONTH AND 30,693 VISITS.

The LCTMAG.com homepage is step one for operators and anyone affiliated with the chauffeured transportation industry looking for news, information, industry research, or wanting to start or engage in dialogue.

Our site traffic has grown in leaps and bounds this year, proving how vital our news delivery is to the industry. Look at how our overall site traffic has grown in just one year:

37% increase in the number of unique visitors to the site.

36% increase in the number of visits to the site.

21% increase in the number of pageviews on the site.

This means high visibility and high potential recall for your ad message. We offer a variety of advertising formats, including rich media, page takeovers, video advertising and editorial sponsorships. We track all our advertising through 24/7 Open Ad Stream, one of the industry’s most widely used and reliable ad-tracking programs, ensuring third-party verification for our advertisers.

Our site performance is tracked by Open Ad Stream and we provide our advertisers with a performance report of not only how well your advertising is doing, but also how well our site is working for you.
WEB
E-NEWSLETTERS - “PUSH MARKETING”
DRIVES VIEWS TO YOUR ONLINE AD

LCT E-NEWS IS THE #1 WEEKLY E-NEWSLETTER ON NEWS OF IMPORTANCE TO THE CHAUFFEURED TRANSPORTATION INDUSTRY AND IT IS READ REGULARLY BY 8,665 FLEET OWNERS AND OPERATORS.

LCT E-NEWS, our weekly e-newsletter, has open rates that exceed industry averages.

Our “Gross Open Rate” is 41.6%. This number represents the total number of times the e-newsletter is opened divided by the total number of emails sent out (often, a reader will open and read an e-newsletter a few times).

68% of people who open our e-newsletter click through to the website, an outstanding average and a testament to the quality and urgency of our reporting on the industry.

Thanks to editorial improvements, clickthrough rates to the e-newsletter have increased nearly 30% over the past two years.

This ensures your e-newsletter advertising gets views and your web ads get impressions.

BREAKING NEWS
Some news cannot wait for our e-newsletter, so we offer Breaking News, a one-story alert that goes out to our e-newsletter subscribers with an urgent subject line.

Open rates on Breaking News are generally 30% higher than weekly e-news.
LCT offers the biggest and best online auto trader the industry has ever known. LimoForSale.com strives to legitimize the business of buying and selling pre-owned sedans, vans, buses and stretched limousines.

To promote our online auto trader LimoForSale.com and help you sell or buy used vehicles, we deploy a customized weekly e-promotion that will draw continuous attention to our trader and your ads.

LimoForSale.com Weekly Reporter is e-blasted to more than 8,000 operators every Monday with special product features, Editor’s Picks, the Sale of the Week and more. tires that autotrader.com and ebaymotors.com have to offer, LimoForSale.com's state of the art technology is unbeatable.

**STAND OUT WITH A FEATURED LISTING**

**FEATURED VEHICLES:**
Listed on the homepage of LimoForSale.com: $60/week

**HOMEPAGE BANNERS (3-MONTH MINIMUM ON ALL):**
- Top Leaderboard [728x90] $1,440/month
- Middle Speedbump [468x60] $960/month
- Right square #1 [215x245] $960/month
- Right square #2 [215x245] $780/month
- Right square #3 [215x245] $600/month
- Right square #4 [215x245] $420/month
- Lower Leaderboard [728x90] $240/month

**LIMOFSALE WEEKLY E-NEWSLETTER BANNERS (4X/MONTH)**
(Rates require 3-month minimums)
- Top Leaderboard [728x90] $1,440/month
- Middle Speedbump [468x60] $420/month
- Right square #1 [180x150] $480/month
- Right square #2 [180x150] $420/month
- Right square #3 [180x150] $360/month
- Right square #4 [180x150] $300/month
- Lower Leaderboard [728x90] $240/month

**60-DAY POSTINGS INCLUDE:**
- 6 photos, 30-word description
- Link to Carfax Vehicle History Reports
- Advertising activity report access

# Vehicle  Credits per vehicle for 2 month
1-2 ....................... 9 credits ($108)
3-6 ....................... 7 credits ($84)
7-10 ..................... 5 credits ($60)
11-15 .................... 3 credits ($36)
WEB

DIGITAL EDITIONS
The digital edition of our print magazine is created with “flip book technology,” which allows you to turn pages as naturally as a print magazine. The colors are bright, the contrast is excellent, and the feedback on your advertising can be immediate.

All ads and editorial mentions have hyperlinked URLs so a reader goes directly to your website. Our digital editions are archived, searchable, and accessible from our magazine’s homepage. We provide all the search engine optimization to ensure good search results for your ad.

We offer some powerful programs that create impact within the digital edition, including interactive inserts, motion graphics in your ads, video links to your ad, and even digital-only catalog inserts. Rates depend on the features desired.

We can provide unique URLs, landing pages, and animated ads. We can create a “custom edition” of LCT with additional ad pages in the digital edition only. We have programs that allow you to offer the digital edition to YOUR clients, providing you with an affordable way to gain wider reach for your advertising.

Advertising opportunities in the digital edition include belly bands, portal page ads, podcasts, embedded audio or video, page animation.

To see the digital edition in action, log on to: www.lctmag.com/digitalmagazine

E-MAIL MARKETING
We can assist with your e-mail marketing needs, providing everything from a simple list rental to a comprehensive, turnkey e-mail campaign.

Our e-mail promotional list of 8,471 e-mail subscribers is regularly “scrubbed” to ensure high deliverability for our advertisers.

We comply with all SPAM regulations and follow best practices for e-mail marketing. We maintain strict protocols for opt-out/opt-in subscribers to ensure that your message is delivered to someone who genuinely wants it.

We provide a post-deployment report with your unique and total open rates as well as total clickthrough rates. We can also do “split lists,” where you can test different versions of your creative or copy. Depending on your specific needs, we may also be able to do geographic or title splits.

VIDEO
Video provides an innovative way to present your brand, allowing you to literally demonstrate your products or services. You can run video in your banner position and you can run videos on LCTmag.com’s Video Section.

RICH MEDIA
This includes a wide variety of technology-driven advertisements. Rich media includes expandable ads, site overlays, floating ads, page takeovers, backgrounds, cursor ads, and audio ads. Material for rich media should be provided by clients. Rates depend on specific campaigns.

PAGE PEEL
Starting as a page curl in the upper right corner of the home page, when moused over the page peels down to present a 650X650 advertisement. Rates are CPM-based.

PRESENTATIONAL ADS
These high-impact advertisements are presented before a content page. This premium ad placement will bring your brand and product line to the attention of every web visitor. Rates are CPM-based.
TRADE SHOWS

The International LCT Show has been the industry’s premiere event for 30 years. We provide a full slate of education that is personalized and targeted. Meet marketers, peers, and suppliers. Learn, network, and watch your business improve.

INTERNATIONAL LCT SHOW 2014
February 16-18, 2014
MGM Grand Hotel & Casino, Las Vegas, NV
www.LCTshow.com

TARGETED, PROFESSIONAL EDUCATION
The International LCT show is the biggest limousine, charter and tour show in the world. Now in its 30th year, the pre-eminent chauffeured transportation show attracts attendees from all over the world. In 2013, 32 countries were represented, including Australia, Brazil, China, South Africa and the United Kingdom to name just a few. The International LCT Show brings owners and operators together under the same roof giving exhibitors and sponsors a one-of-a-kind opportunity to meet pre-qualified leads in one location.

THE AUDIENCE
Meet with over 3,500 industry professionals from categories such as:
• Sedan Services
• Limousine Operators
• Party Car, Wedding, and Prom Operators
• Airport Shuttle Companies
• Tour & Charter Operators
• Virtual Networks
• Industry Associations
• Hotels and Resorts
• Corporations
• Destination Management Companies

THE RETURN
What do you get for your investment?
• Listing on the official show website averaging over 10,000 visits per month from more than 51 countries
• Direct access to over 3,500 potential customers
• A company listing in the show program given to all attendees
• A post-show attendee roster including name, company and state

Exhibiting at the International LCT Show is the single best investment you can make for the success of your company.

For more information on exhibiting or sponsorships please visit www.LCTShow.com or contact Sara Eastwood-McLean (253) 983-0515 or sara@lctmag.com. LCT Advertisers will enjoy major discounts off their exhibit space.