

AD SIZE	12X	9X	6X	1X
<b>2-Page Spread</b>	\$2,880	\$3,060	\$3,240	\$3,600 <i>(\$1,800 per pg)</i>
<b>Full Page</b>	\$1,920	\$2,040	\$2,160	\$2,400
<b>2/3 Vertical</b>	\$1,760	\$1,870	\$1,980	\$2,200
<b>1/2 V/H</b>	\$1,280	\$1,360	\$1,440	\$1,600
<b>1/3 V/H</b>	\$1,440	\$1,530	\$1,620	\$1,800
<b>1/4 Vertical</b>	\$1,120	\$1,190	\$1,260	\$1,400
<b>Multiples</b>	More than two pages per issue, please inquire directly with us for special discount.			
<b>Upgraded positions</b>	Add 10% to lock on a specific high traffic spot; must commit to a minimum of six consecutive issues to qualify.			

SPECIAL "LOCK DOWN" POSITIONS
Right (opposite) Table of Contents
Right (opposite) Publisher's Page
Center Spread

PREMIUM POSITIONS	
<b>Inside Front Cover</b>	\$2,600 per page and a twelve month minimum commitment
<b>Inside Back Cover</b>	\$2,600 per page and a six month minimum commitment
<b>Back Cover</b>	\$4,000 and a twelve month minimum commitment

## AD SPACE AND AD MATERIALS CLOSING DATES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>AD RESERVATION DEADLINE</b>	11/19/18	12/19/18	1/22/19	2/21/19	3/25/19	4/24/19	5/22/19	6/20/19	7/25/19	8/22/19	9/24/19	10/22/19
<b>AD MATERIALS DUE</b>	11/28/18	12/28/18	1/29/19	2/28/19	4/1/19	5/1/19	5/30/19	6/27/19	8/1/19	8/29/19	10/1/19	10/29/19

## INSERTS/SPECIAL PRINT UNITS: RATES & GUIDELINES

Inserts, tip-in, ride-along, posters, CD inserts, gatefolds, business reply cards and other custom publishing are available by custom quote from your LCT sales rep. 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.

## GENERAL INSTRUCTIONS

The Publisher reserves the right to reject any advertising that, at the sole discretion of the publisher, does not conform to publication standards. The 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. The 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. Extension of credit is subject to approval of our Credit Department. Payments received will be credited to the oldest outstanding balance.

## MECHANICAL REQUIREMENTS

Trim Size Ad Unit	Dimensions (W x D)
2-page spread (Live Area)	15" x 10"
Full (Live Area)	7" x 10"
1/2 Island	4-9/16" x 7-1/2"
1/2 Horizontal	7" x 4-7/8"
1/2 Vertical	3-3/8" x 10"
1/3 Square	4-9/16" x 4-7/8"
1/3 Vertical	2-3/16" x 10"
1/4 Vertical	3-3/8" x 4-7/8"

Display ad pages trim to 7-7/8" x 10-3/4".  
Single column width 2-3/16". Double column width 4-9/16".  
Column depth 10". Binding is saddle-stitch.  
Allow 1/8" for head, foot, and face trim.

Bleed: We do not charge for bleeds.  
Bleed Size: Single page bleed 8-1/8" x 11"  
Spread Bleed: 16-1/4" x 11"  
Vital parts of copy and layout should be kept at least 1/4" distance from the gutter and top, outside, and bottom edges.

## 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

The 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. The 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 SUBMISSIONS FOR ADVERTISERS (PRINT EDITION):

Please contact your Production Manager for Ad Portal information to upload your ad.

## DIGITAL SUBMISSIONS FOR ADVERTISERS (DIGITAL EDITION):

Digital editions cannot accept rasterized PDFs. PDFs must be first generation. All web/URLs must contain active links.

## DIGITAL AD PRODUCTION REQUIREMENTS

Complete digital ad specifications can be downloaded at: [www.bobitstudios.com](http://www.bobitstudios.com). All ad materials and production questions can be addressed to:

Sarah Paredes, Production Manager  
**Luxury Coach & Transportation**  
3520 Challenger Street  
Torrance, CA 90503  
P: (310) 533-2497  
Email: [sarah.paredes@bobit.com](mailto:sarah.paredes@bobit.com)

## LCT MAGAZINE HAS THREE CLASSIFIED SECTIONS:



Farm In/Farm Out

**FARM IN/FARM OUT** is for operators of chauffeured transportation companies to advertise their services to other operators around the world. It allows companies to generate viable leads and increase farm-in work with a personalized, display-style ad that differentiates your brand much better than a simple listing.

**DEALER'S SHOWROOM** is a cost-effective advertising section in the print edition of LCT where regional vehicle dealers can advertise vehicles for sale in a full page, full color environment that allows you to promote your vehicles optimally.



Dealer's Showroom

Use your ad space in our Dealer Showroom to SELL our readers on the merits of doing business with your company and enjoy the success of so many other dealers that have been with LCT for years!

### FARM IN/FARM OUT AND DEALER'S SHOWROOM

Frequency	Full Pg	Half Pg	Quarter Pg
3x	\$1800	\$1450	\$1100
6x	\$1600	\$1250	\$900
9x	\$1350	\$1050	\$700
12x	\$1150	\$850	\$500

### INTERNATIONAL AFFILIATE DIRECTORY

Issues (6x frequency)	Space Close	Materials Due	Rate (Annual)
Jan 2019 - June 2019	11/19/18	11/28/18	\$600
July 2019 - Dec 2019	5/22/19	5/30/19	\$600



**INTERNATIONAL AFFILIATE DIRECTORY** is an advertising section of business card-size ads that are purchased with a one-year commitment. We open up to new listings twice each year, for the January and June issues. These ads offer a full year of exposure at a price that works for nearly any budget.