

# CV Dealer MONTHLY

## COMMERCIAL VEHICLE DEALER

Advertising Rates and Mechanical Data

### SERIOUS INFLUENCE

#### Display Advertising Rates

Ad. Type	1 insert	4 inserts	8 inserts	12 inserts
1/4 Page	£414	£350	£335	£280
1/2 Page	£690	£640	£600	£575
Full Page	£1,150	£1,095	£1,035	£975

#### Special Positions

Inside Front Cover	+ 25%
Inside Back Cover	+ 15%
Outside Back Cover	+ 25%

#### SPECIFICATIONS

##### IMAGE AREA SIZES

Full Page: h290 x w210mm  
 Half Page Landscape: h134 x w190mm  
 Half Page Portrait: h272 x w93mm  
 Quarter Page: h134 x w93mm

**FORMATS SUPPORTED:** any postscript based format including PDF, PS, EPS & TIFF.

Output devices do not currently support layered pdf files (pdf 1.4 spec) which have transparent effects preserved, this includes 'Save As' pdf in Illustrator v9/v10 & InDesign v2. Important: Be sure to Distill the page-layout file (as below) to ensure the pdf will process.

