

The Transportation Corps Professional Bulletin is the official publication of the Transportation Corps Regimental Association. Each issue is read by Army, Government, and commercial transportation professionals around the world; articles appearing in *The Professional Bulletin* play a major role in informing and further educating these professionals.

The Professional Bulletin is 100% funded by advertisements; therefore, each advertisement supports the work of this important publication.

2008 Professional Bulletin Ad Rates

Circulation

■ Controlled circulation magazine. Issued biannually. Two-column format. Each column 3 3/4" wide by 10" deep. 60% paid TCRA members (combination of Army Transportation Officers, Enlisted personnel, retired Army Officers and executives from traffic, transportation, distribution, supply chain, and logistics activities). 40% Transportation Corps units worldwide, including active duty, reserve, and civilian components. Territorial distribution: United States 95%, other countries 5%.

Closing Dates

■ Summer issue (Transportation Corps Week), July 3; Winter issue, November 20.

Mechanical Information

■ Web offset printed on coated stock. Each issue saddle-stitched. Gutter width 3/4". Keep all matter not bleeding 1/4" from trim edges.

Advertising Material

■ **Electronic files only, no film accepted.** PDF press ready files preferable. Quark Xpress, Adobe Photoshop and Adobe Illustrator files also accepted. Color proofs must accompany color advertisements: progressive proofs, digital proofs, Cromalins and color keys acceptable. PDF files can be emailed to jbrown@lmi.org.

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Advertisements*

Sponsors can place full-color or black & white ads, or choose to secure premium cover space. Cover spaces are available on a first-come, first-served basis.

Unit	Color	B & W
Cover 2	\$2,500	
Cover 3	\$2,500	
Cover 4	\$2,800	
Full page	\$2,250	\$1,000
2/3 page	\$1,400	\$925
1/2 page V	\$1,250	\$825
1/2 page H	\$1,200	\$800
1/4 page	\$1,000	\$600

*Rates are basic ad rates - TCRA Corporate Members receive discounted advertising rates. Interested in becoming a Corporate Member? Please contact:

Gene Losa
 TCRA Corporate Membership Chair
 Phone: 703-312-0997
 Email: galosal@comcast.net

Ad sizes (in inches)

Page Unit	Width	Depth
Trimmed size of book	8 1/2	11
(live area)	8	10 1/2
Bleed page	carry bleed over trim size by 1/4" on all sides	
2/3 page	4 9/16	10
1/2 page (horizontal)	7	4 7/8
1/2 page (vertical)	4 9/16	7 3/8
1/4 page (square)	4 9/16	3 5/8
Double pagespread, trim size	17	11
Double pagespread, bleed	carry bleed over trim size by 1/4" on all sides	