

# 2010 Subscriber Rate Card

The Truck Tracks Advertising Tracking Service is offered on a full year subscription basis. As of 2007, the Truck Tracks service includes the 8 major Canadian fleet and owner/driver magazines. One time reports or custom designed report formats are available, subject to price quotation from **Consulting & Marketing Resources**, based on the specifics of each request. All reports are provided in Adobe Acrobat PDF format and data in Microsoft Excel, for easy distribution over the Internet. The Truck Tracks database was designed to meet the most demanding informational needs of truck industry marketers.

|  |            | One Year Subscription Rates |                             |            |                        |  |
|--|------------|-----------------------------|-----------------------------|------------|------------------------|--|
| Type \ Period  | Monthly    | Quarterly<br>(Cumulative)   | Semi-Annual<br>(Cumulative) | Annual     | Monthly<br>Data Access |  |
| <b>Standard Report</b><br>(Advertisers/Agencies Only)              | -----      | \$2,500.00                  | \$1,850.00                  | \$1,500.00 | -----                  |  |
| <b>Truck OEM Report</b>  | -----      | \$2,100.00                  | \$1,600.00                  | \$1,250.00 | -----                  |  |
| <b>Year to Year<br/>Tracking Report</b><br>(Current vs Prior Year) | \$3,950.00 | \$2,850.00                  | \$2,150.00                  | \$1,700.00 | -----                  |  |
| <b>Custom Reports</b>  | Quoted     | Quoted                      | Quoted                      | Quoted     | -----                  |  |
| <b>Full Data Services</b>  | -----      | -----                       | -----                       | -----      | \$3,600.00<br>per year |  |
| <b>Truck OEM PR Tracking</b>                                       | -----      | -----                       | -----                       | -----      | \$4,200.00<br>per year |  |

**Standard Report** Contains number of insertions, number of pages, and total expenditures for each Advertiser by Publication.

**Truck OEM Report** Lists all OEMs and displays number of insertions, number of pages, and total expenditures for each product category by publication.

**Year to Year Tracking Report** Report displays pages and dollars by month for prior and current year periods. Data is summarized in three sections,

1. By Advertiser
2. By Advertiser/Product and
3. By Advertiser/Product/Magazine.

Pricing is for 1-10 Advertisers.

**Custom Report** Reports can be generated to summarize any data captured in the Truck Tracks data base on a monthly, quarterly or semi-annual basis.

**Computerized Data** Available monthly in popular data formats, the full file data can be provided quickly as an email attachment.

**Truck OEM PR Tracking** A monthly service to provide truck OEM's a means of quantifying their public/press relations activities and to evaluate how individual magazines respond to their PR efforts



**Specialized Truck Industry  
Advertising Tracking Service**