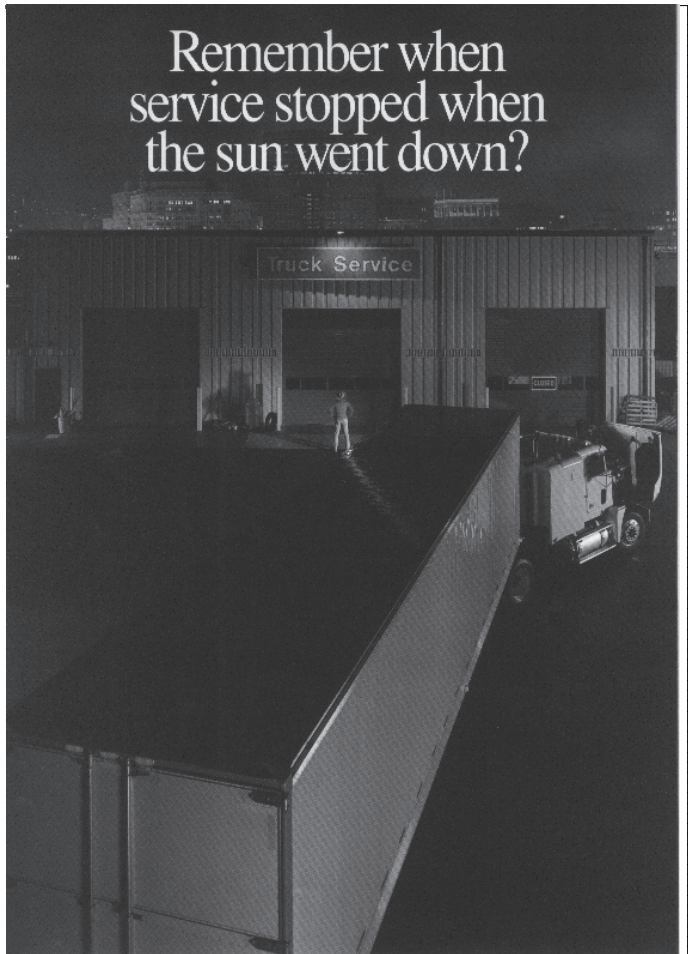

Detailed Advertising Analysis

Advertiser: **Freightliner Corporation** Portland, Oregon
Category: **Truck OEM**



Magazine: **Heavy Duty Trucking**

Magazine Type: **Truck Fleet**

Issue Date: **May 1995**

Folio: **190**

Product Category: **Trucks**

Product: **Truck Parts & Service**

Page Number: **23**

Status: **Full Run**

Format: **4 page - 4 color insert**

Page Size: **(1) Full**

Units: **4**

Total Space: **4 pages**

Page Rate: **\$8,510**

Discount Factor: **40%**

Total Space Cost: **\$20,424**

No other advertising tracking service provides the range of detailed truck related product information included in the **Truck Tracks** data base. Each and every ad, 1/6 page in size or greater, is categorized by the specific product promoted in the advertisement. Even the page number and the folio size of the publication are captured, to allow for the analysis of positions given your advertising or that of your competitors. For ease of relative comparisons, all advertisement space costs are computed at a one-time rate and uniform discount factors are applied for regional, demographic or supplied insert programs. **Truck Tracks** is a unique service tailored to the specialized needs of truck industry marketers.



*Specialized Truck Industry
Ad Tracking Service*