

Sample Custom Advertising Tracking Report

(Calendar Year 1999)

Advertiser	Product Advertiser	Magazine	Date	Fol	Pag	Ad Status	Ad Format	Ins	Space	Ad Cost	
Meritor (Rockwell)	Automatic Slack	Commercial Carrier Journal	6/01/99	100	14	Full Run	1pg 4c	1	1.00	12,600	
		Commercial Carrier Journal	11/01/99	82	2	Full Run	1pg 4c	1	1.00	12,600	
		Fleet Equipment	1/01/99	92	47	Full Run	1pg 4c	1	1.00	10,025	
		Fleet Owner	5/01/99	122	57	Full Run	1pg 4c	1	1.00	13,615	
		Heavy Duty Trucking	5/01/99	190	29	Full Run	1pg 4c	1	1.00	12,390	
		Heavy Duty Trucking	6/01/99	136	49	Full Run	1pg 4c	1	1.00	12,390	
		RoadStar	1/01/99	164	5	Full Run	Jr 1pg 4c	1	1.00	8,235	
		RoadStar	2/01/99	140	7	Full Run	Jr 1pg 4c	1	1.00	8,235	
		RoadStar	3/01/99	180	7	Full Run	Tab 1pg 4c	1	1.00	11,140	
		RoadStar	5/01/99	156	7	Full Run	Jr 1pg 4c	1	1.00	8,235	
		RoadStar	6/01/99	152	7	Full Run	Jr 1pg 4c	1	1.00	8,235	
		Successful Dealer	4/01/99	68	49	Full Run	1pg 4c	1	1.00	8,465	
		Successful Dealer	12/01/99	48	47	Full Run	1pg 4c	1	1.00	8,465	
		The Trucker	1/18/99	40	10	Full Run	Jr 1pg B&W	1	1.00	2,200	
		Truck Fleet Management	2/01/99	56	55	Full Run	1pg 4c	1	1.00	8,270	
	Product Totals:								15	15.00	145,100
		Brake Assembly	Commercial Carrier Journal	1/01/99	80	23	Full Run	1pg 4c	1	1.00	12,600
			Fleet Equipment	4/01/99	174	193	Suppl/Edit	1pg 4c	1	1.00	10,025
			Fleet Owner	1/01/99	92	11	Full Run	1pg 4c	1	1.00	13,615
			Southern Motor Cargo	3/01/99	54	25	Full Run	1pg 4c	1	1.00	6,685
Product Totals:								4	4.00	42,925	
	Brake Drums	Commercial Carrier Journal	9/01/99	102	69	Full Run	1pg 4c	1	1.00	12,600	
		Fleet Equipment	7/01/99	88	5	Full Run	1pg 4c	1	1.00	10,025	
		Fleet Owner	7/01/99	130	81	Full Run	1pg 4c	1	1.00	13,615	
		Trailer/Body Builders	10/01/99	132	41	Full Run	1pg 4c	1	1.00	2,920	
		Truck Sales & Leasing	12/01/99	70	12	Supplement	1pg 4c	1	1.00	7,650	
		Product Totals:								5	5.00
	Brake Linings	Heavy Duty Trucking	2/01/99	140	5	Full Run	1pg 4c	1	1.00	12,390	
		Product Totals:								1	1.00
	Brakes-Special Program	Commercial Carrier Journal	3/01/99	148	8	Full Run	Spd 4c	1	2.00	25,200	
		Fleet Equipment	3/01/99	94	20	Full Run	Spd 4c	1	2.00	19,130	
		Fleet Equipment	4/01/99	174	184	Suppl/Edit	Spd 4c	1	2.00	19,130	
		Fleet Owner	3/01/99	168	12	Full Run	Spd 4c	1	2.00	27,230	
		Heavy Duty Trucking	3/01/99	204	90	Full Run	Spd 4c	1	2.00	24,780	
		Successful Dealer	6/01/99	52	36	Full Run	Spd 4c	1	2.00	16,930	
		Transport Topics	2/08/99	36	20	Full Run	Jr Spd 4c	1	2.00	10,695	
		Product Totals:								7	14.00

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