

THE REAR VIEW MIRROR

ADVOCATE

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The Rear View Mirror has an outstanding cast of contributing columnists, who share their practices, advice and expert knowledge of the industry in every edition of the paper. Currently publishing 5 editions each year and being distributed throughout Canada and the United States to company drivers, owner operators, purchasers, transportation companies and all members of the Truckload Carriers Association (TCA). Also delivered to truck stops and rest areas.

The Rear View Mirror features the latest news and stories that are relevant to the industry with a focus on advocacy, education and recruitment.

As well as our published print editions we feature Digital Editions that are emailed out and available on our website with links to all our advertisers websites. Check it out!

www.therearviewmirror.ca

Contact Us: trvm@therearviewmirror.ca

905-765-3445 or 1-800-771-8171



Media Kit



Moving You Forward



2012 Publishing Dates

Deadline	Published
February 10	February 22 (TCA Convention)
April 20	May 2
July 6	July 18
September 1	September 12
October 26	November 7 (OTA Convention)

Advertising Rates and Specifications

SIZE	1 Issue	5 Issues
Business Card	\$130.00	\$117.00
Banner 10 1/4" x 2 1/2"	\$488.00	\$439.00
1/4 Page 7" x 5" horizontal 5" x 7" vertical	\$488.00	\$439.00
1/2 Page 7" x 10 1/4" horizontal 5" x 13 3/4" vertical	\$748.00	\$674.00
Full Page 10 1/4" x 13 3/4"	\$1138.00	\$1025.00

NOTE: For preferred placement of ad there will be a 15% extra charge.

Business Spotlight Feature: \$2,500.00 single issue (Cover Story & 1/2 page ad)

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Drive The

Information Highway

