

**MEDIA
KIT**

**AMERICAN
TOWMAN**

2024

SUPPLIER RELATED

Perks & Highlights

Contact your AT advertising sales representative for more info on perks, bonuses and upcoming editorial linking opportunities

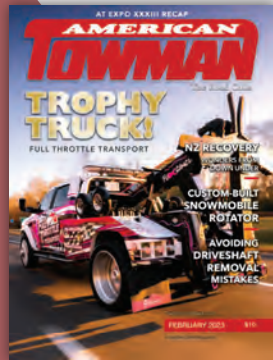
Special Issues throughout the year



January

TOWMAN OF THE YEAR

Readers find encouragement and incentive from industry players who've made their business or cause stand out and are recognized for their continued influence in the towing industry. This issue gets a prime spot on many shelves each year.



February

EXPO RECAP

Features an extended recap of the American Towman Expo. In 2024 this means a close up view of the AT Expo in Baltimore. From the Wrecker Pageant winners, to the March of the Heroes and more, readers will be exploring all the pics and recaps in these pages.



April

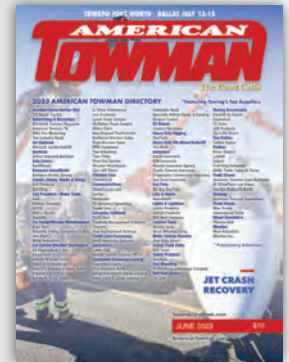
BUYERS REPORT

Company & product reviews always mean more coming from the end-users. AT's editors reach out to towers to get their opinions on the latest intel.

June

SUPPLIER DIRECTORY

The most comprehensive buyers guide in the industry. Readers reference this issue all year long to keep tabs on the suppliers, services and equipment they need.



October

OFFICIAL AT EXPO PROGRAM

Circulated to 43,000+ companies, this issue features coverage of the exhibits, seminars and events of the world's largest convention and trade show for the emergency road service industry.



December

PRODUCT SHOWCASE

This section highlights suppliers' products, websites or brochures and serves as a preview for the coming year, giving readers a taste of what's to come.



American Towman is the only publication that receives bonus circulation at the three American Towman Expositions - including the world's largest convention and trade show for the emergency road service industry in Baltimore.

BONUS CIRCULATION ISSUES:

AT ShowPlace-Vegas: April & May

TowXpo Ft.Worth: May & June

AT Exposition Baltimore: October & November

WELCOME TO AMERICAN TOWMAN

First on the scene since 1977,
American Towman is towing's premier magazine,
spanning six decades covering America's captains of
industry in emergency road service.



Known for its "hard news" approach,
American Towman Magazine illuminates the challenges
of the towing trade each month with its creative
approach to issues critical to a towing operation.

Larger Than Towing

American Towman magazine (AT) is truly dedicated to the towing, recovery and emergency road service industry, and as such, has grown to be the leader in this industry, establishing trust and credibility among its readers. We are the foremost national trade magazine for the towing marketplace. 2024 marks our 48th year of publishing.

Digital Circulation

We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 35,000 towing professionals. The current digital edition and archived issues are always available for readers at towman.com. Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.

Highest Qualified Print Circulation

American Towman is the true business to business magazine and audited by BPA to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.

American Towman TV

The industry's first online TV program focusing on all aspects of the towing industry featured on TowIndustryWeek.com

Recognized by the Wall Street Journal

American Towman Media was proudly featured on page 1 of The Wall Street Journal May 9, 2017. WSJ reported on the many and varied ways American Towman covers and is engaged with the tow industry.

Editorial Experience

American Towman's editors and contributors feature more than 300 years of combined experience in writing and reporting. When it comes to recovery, towing, transportation, repossession and anything else needed in the auto aftermarket, American Towman's staff and contributors cover what readers need to know in each issue. Our writers come from the trenches of running towing operations and a close look inside American Towman magazine will detect the depth of experience behind its editorial coverage.

When AT field writer George Nitti asked tower David Akins from Red River Wrecker Service, in Texarkana Fulton, AR whether he heard of American Towman Magazine, he said "Are you kidding me? I read through each issue two or three times a month. *It's the Bible of Towing.*"



TowIndustryWeek.com (TIW)

With over 57,000 monthly views, 44,000 are unique visits: towing industry's first and only weekly e-magazine Tow Industry Week is the most visited website in the towing industry.

The weekly format allows us to connect to towing professionals regularly with hard news and important industry information with fresh daily news content. TIW is available online 24/7/365 and is delivered each week to our email database of over 35,000 towing professionals.

American Towman Connects To The Industry Like No Other

- American Towman created the first statue to the towing professional, the bronze Towman Monument - depicting a heroic scene (1999)
- American Towman commissioned first Mural dedicated to the tow professional "Lifelines" hand painted and spanning a city-block (2002)
- American Towman commissioned The Towman Chopper "Hero" - the first towing-themed motorcycle (2008)
- American Towman debuts the Towman Ballad "The Road Calls" - the first published song championing the everyday tower who rises to heroism (2015)
- American Towman co-funded The Spirit Ride, a non-profit initiative that successfully raised awareness by drawing media attention to the Slow Down Move Over Laws and the dangers all first responders face (2017)

American Towman Uniquely Recognizes The Towman

American Towman created the following recognition programs – all highlighting different contributions of the tow professional to the motoring public.

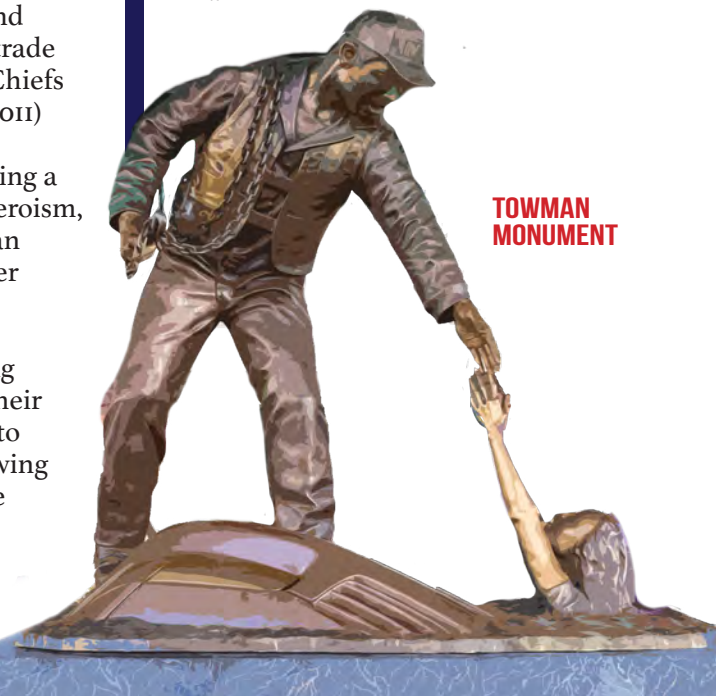
- **ACE Awards** - Recognizing service excellence: nominated by leading motor clubs and call providers (since 1993)
- **Towman Order** - Recognizing dedication to their communities and professionalism of the trade - nominated by Police Chiefs and Fire Chiefs (since 2011)
- **Towman Medal** - Honoring a towing professional's heroism, for risking their life in an endeavor to save another (since 1989)
- **Trust Award** - Rewarding towing operations for their demonstration of trust to their customers and towing industry partners (since 2019)

Face-to-face Marketing Through The Largest Towing Expositions

American Towman produces the industry's premier Exposition each year– American Towman Exposition at the Baltimore Convention Center as well as TowXpo in Ft.Worth, Texas and The American Towman ShowPlace in Las Vegas

American Towman magazine is the only publication that receives bonus circulation to all attendees at our expositions.

**AMERICAN
TOWMAN**



**TOWMAN
MONUMENT**

EDITORIAL STAFF



Editor-in-Chief Steve Calitri has 30-plus years experience in the towing and trucking industries. Steve cofounded the national Spirit Ride campaign publicizing Move Over laws and tower safety to the motoring public, created the Towman Medal honoring towers for heroism and the Towman Monument. In 2003, Steve was inducted into the International Towing and Recovery Hall of Fame in Chattanooga, Tennessee, for his contribution to the towing industry.



Operations Editor Randall C. Resch is a 2014 inductee into the International Towing and Recovery Hall of Fame. He has been in the towing and recovery industry for more than 40 years as an owner, manager, consultant and trainer. He is a retired California police officer and also writes bi-weekly columns for TowIndustryWeek.com.



Contributing Editor Brian J. Riker is a third-generation towman with 30+ years of experience in the ditch as a tow operator and company owner. As President of Fleet Compliance Solutions, he specializes in safety education while helping fleet operators navigate the complex world of Federal and State transportation regulatory compliance. He can be reached at brian@yourdotguy.com



Larry Oxenham is one of America's top asset protection experts, having helped thousands of professionals achieve financial peace of mind by teaching them how to properly structure their assets for lawsuit protection and tax reduction. He has authored and co-authored several articles and books on the subject including *The Asset Protection Bible* and *How to Achieve Financial Peace of Mind through Asset Protection*. Larry Oxenham is a nationally recognized speaker who has trained thousands of professionals at hundreds of conventions, conferences and seminars across the country.



Municipal Editor Bobby Tuttle has been involved in the towing and recovery industry since 1977 and worked at almost all job positions possible, from entry-level operator to field management and administration. A majority of his experience has been providing Traffic Incident Management response in San Antonio, Texas. He founded Complete Incident Response Training in 2003 to provide training and consulting services to both the towing industry and the first responder community. He also serves as the Incident Manager for the San Antonio Police Department towing contract.



Chassis Editor David A. Kolman is a multi-faceted trucking trade journalist with experience in print, online and broadcasting. David has hosted trucker television and radio programs, helped write trucking industry documentaries and video programs. David keeps readers up-to-date on the latest trends and developments coming from the OEMs, as well as maintenance tips and advice.



Stephanie Marchese is the newest member of the American Towman Editorial Staff and brings nearly a decade of publishing experience, most recently in the book publishing sector.



Steve Temple has many years of experience as an automotive photojournalist and editor of numerous magazines, both consumer and trade. He has a passion for diesel engines, and one of his personal rigs is a one-ton Dodge dually with an upgraded Cummins turbodiesel, often used for both towing and hauling.



Safety Editor John Borowski has over 45 years experience as a tow business owner, wrecker manufacturer specialist, trainer and writer. He was awarded the first "Towman of the Year" by American Towman magazine and two Towman Medals for heroism. He was inducted in the Towing and Recovery Hall of Fame in 2001.



Field Editor (West) Terry Abejuela has 40 years of experience in towing and recovery, specializing in light-duty operations. After working as a light-duty tow operator for five years, he was hired as a Tow and Service Instructor by the Automobile Club of Southern California in 1982. He has been a light-duty Level 1 instructor for the California Tow Truck Association since 1998.



Contributing Editor Paul Stephens is a towing industry trainer with more than 34 years of towing experience. He has served as a consultant for many automobile manufacturers, equipment manufacturers, and companies for service provider education, towability and road service procedures.



Repo Run Editor Mark Lacey is a 35-year veteran of the asset-recovery industry. Mark was formerly the editor and co-founder of *Professional Repossessor* magazine. Mark covers the asset-recovery segment and repossession niche of the towing industry for *American Towman Magazine*. He instructs repo agents on proper techniques and procedures for the business, concentrating on real-life scenarios.



George L. Nitti has written for *American Towman* since 2009. He started out as a news writer and now writes a weekly feature on *TowIndustryWeek.com*, *Tow Illustrated*, which spotlights the tow truck graphics.

The Industry's Creative Leaders

DEPARTMENTS



Hands-On Tech

This department focuses on tow truck operations and maintenance, and proper use of tools, equipment and new gear.



Tow Boss

This column advises owners and managers on the best practices to keep operations running smoothly on the streets, in the yard and in the office. It covers management topics from a variety of angles and gives readers something to contemplate in each issue.



Towing Technology

Covers the latest engineering developments in the towing industry that enhance both safety and efficiency in the field. Topics range from new wrecker designs to fleet management software, along with specialized rigging equipment and traffic control equipment.



Tow Manager

Managing operators. Managing training. Managing customers (and complaints). Managing budgets. Managing office staff and software. Managing HR concerns, pay, time-off requests, schedules, and more. Managing fleets and equipment. Everything that managers and owners oversee gets touched on regularly in American Towman.



Recovery Features

American Towman and TowIndustryWeek.com feature the most articles showing the tough and complicated work towers are doing in the field. Whether it's semis in a median, planes off the runway, combines stuck in muck, cars in rushing rivers and more, AT has covered it all. Recoveries from our readers are a mainstay of what we share.



Road Tools & Zoom In

These anchor pages showcase new products, tools and equipment from the suppliers to the industry.



Repo Run

Longtime asset-recovery veteran Mark Lacey shares ideas and solutions (and the occasional "war story") for the problems repossession companies face on the street. He focuses on training, certification and safe practices to educate repo agents.



Classic Wrecker

A fond look back at the rich history of tow trucks, and significant developments in towing technology. Many of these beautifully restored classic wreckers are trophy winners in the Vintage Class of American Towman's Wrecker Pageant.



My Baby

Towers spend lots of money, time and love on the appearance of their vehicles or trucks, from light to heavy, get the utmost attention to detail on paint and graphics, chrome, shiny wheels and tires for the street and shows. Each month features some of the best-looking wreckers out there, both new and old.



Safety

Stay safe out there! From distracted drivers to hazmat scenarios and dangerous customers to complicated recoveries, our writers add tips and advice on what to look for as you keep your head on a swivel to return home safe every day.



RATE CARD

Advertising Information

Display Ads*

4 COLOR RATES	1X	3X	6X	12X
Full Page	3980	3870	3760	3540
1/2 Page Island	2490	2410	2360	2170
1/2 Page	2285	2225	2195	2015
1/3 Page	1640	1600	1540	1440
1/4 Page	1295	1265	1200	1135
1/6 Page	900	865	845	805

Covers: 4 Color Process Only

RATES	1X	3X	6X	12X
Cover 2	5390	5080	4800	4490
Cover 3	4660	4400	4150	3890
Cover 4	5950	5650	5390	5140

Inserts

Direct Response Card

CALL FOR QUOTES

Tip-In

Classified Ads: Towman's Market

RATES

1"	\$125
2"	\$225
3"	\$325

- Classified ads must be prepaid
- Space reservation is due by the first of the preceeding month
- All classified rates are net

1" Classified Ad
2.25"W x 1"H

3" Classified Ad
2.25"W x 3"H

2" Classified Ad
2.25"W x 2"H

NOT ACTUAL SIZE



For Additional Production Information:
Anne Ruzsilla, Art Director
800-732-3869 ext. 215
anne@towman.com

Production Details:

Printed Web Offset
Cover 80 lb.
Inside 40 lb.
Perfect Bound

Reproduction Requirements
DPI: 300 minimum
PDF: Hi-Res CMYK with font embedded
FTP: Call for instructions and permission

Ad Specifications** :

FULL PAGE
WITH BLEED



8.375" x 11.125"

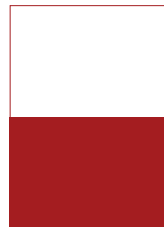
**IMPORTANT
FULL PAGE
SPECIFICATIONS:**

Live Area
7.125" x 9.625"

Trim Size
8.125" x 10.875"

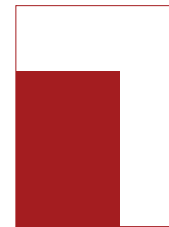
Bleed
.125" on all sides

1/2 HORIZONTAL



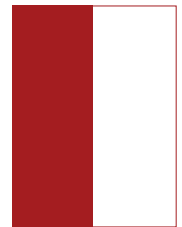
7.125" x 4.75"

1/2 ISLAND



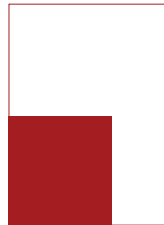
4.5" x 6.75"

1/2 VERTICAL



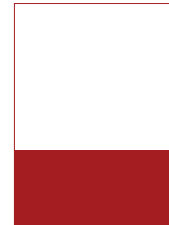
3.5" x 9.625"

1/3 BLOCK



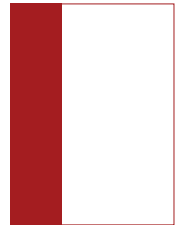
4.5" x 4.75"

1/3 HORIZONTAL



7.125" x 3.25"

1/3 VERTICAL



2.25" x 9.625"

2/3 HORIZONTAL



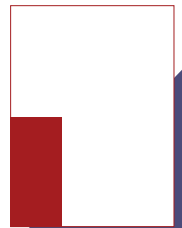
7.125" x 6.75"

2/3 VERTICAL



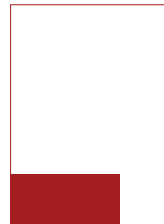
4.5" x 9.625"

1/6 VERTICAL



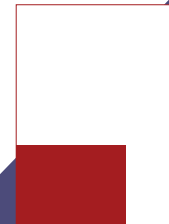
2.25" x 4.75"

1/6 HORIZONTAL



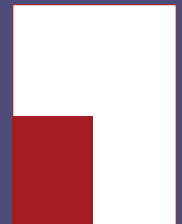
4.75" x 2.25"

1/4 HORIZONTAL



4.75" x 3.5"

1/4 VERTICAL



3.5" x 4.75"

** Illustrations are for visual example.
They are drawn to scale, but are not actual size.

DEADLINES

Advertising Information

800-Read-tow
(800-732-3869) ext. 213
Digital edition: itowman.com

ISSUE DATE	SPACE CLOSE	MATERIAL CLOSE	MAIL DATE
January	December 6	December 12	December 29
February	January 9	January 16	January 30
March	February 6	February 13	March 1
April	March 6	March 14	March 29
May	April 8	April 15	April 30
June	May 9	May 15	May 30
July	June 7	June 13	July 1
August	July 8	July 15	July 29
September	August 7	August 16	August 28
October	September 9	September 16	October 1
November	October 9	October 16	October 30
December	November 6	November 13	December 5

Why American Towman?

- American Towman is the true business to business magazine and audited by BPA to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.
- We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 35,000 towing professionals. The current digital edition and archived issues are always available for readers at itowman.com. Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.
- With over 57,000 monthly visitors of which over 44,000 are unique visits: towing industry's first and only weekly e-magazine Tow Industry Week is the most visited website in the towing industry.

Advertising Sales 800-732-3869

Dennie Ortiz	ext. 213	dortiz@towman.com
Ellen Rosengart	ext. 203	erosengart@towman.com
Peggy Calabrese	ext. 202	peggy@towman.com

*Commissions:

Recognized agencies receive a 15% commission on display advertising reserved through insertion order or contract when payment is made within 30 days of invoice date. No commission will be allowed after that date. Terms are net 30 days from date of invoice. No cash discounts are permitted. First time advertisers must pre-pay the initial month's ad. All classified rates are net.

**AMERICAN
TOWMAN**



BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2023



No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

American Towman Media
2 Overlook Drive Suite 5
Warwick, NY 10990
Tel. No.: 845-986-4546
Fax No.: 845-986-9517
www.americantowman.com

AMERICAN TOWMAN is a B2B brand intended for individuals with broad-based interests in the Towing/Recovery industry. Editorial scope of the publication includes news, industry comment, in-depth articles, and special features.

MAGAZINE CHANNEL FORMAT - PRINT ISSUES

AMERICAN TOWMAN is produced in a print format. The editorial for the print copy is the same for all recipients

FIELD SERVED

AMERICAN TOWMAN serves companies related to the towing/recovery industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include: Owners, Presidents, Co-Owners, Partners, Vice Presidents, Managers, Supervisors, Dispatchers, Driver/Operators, and other titled and non-titled personnel.

CHANNELS

AMERICAN TOWMAN PRINT MAGAZINE



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
AMERICAN TOWMAN PRINT MAGAZINE (6 issues in the period)	28,659	992	29,651

(See Paragraph 3b for Source)

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	-
Allocated for Trade Shows and Conventions	250
All Other	1,602
TOTAL	1,852

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	29,651	100.0	28,659	96.7	992	3.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	29,651	100.0	28,659	96.7	992	3.3

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2023 Issues	Total Qualified
January	29,596
February	29,597
March	29,596
April	29,902
May	29,609
June	29,608

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023
This issue is 0.2% or 51 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Job Title						
			Owner/ President/ Co-Owner/ Partner	Vice President/ Manager	Supervisor	Dispatcher	Driver/ Operator	Other titled personnel	Non-titled personnel
Companies related to the towing/recovery industry	29,609	100.0	23,401	4,243	26	67	701	824	347
TOTAL QUALIFIED CIRCULATION	29,609	100.0	23,401	4,243	26	67	701	824	347
PERCENT	100.0		79.0	14.3	0.1	0.2	2.4	2.8	1.2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023

Qualification Source	Total Qualified	Percent
I. Direct Request:	1,000	3.4
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. TOTAL - Sources other than above (listed alphabetically):	28,609	96.6
Association rosters and directories	-	-
Business directories	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-
*Other sources	28,609	96.6
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	29,609	100.0
PERCENT	100.0	

*See Additional Data

Note: Although age is not reported, all qualified circulation is sourced within 24 months of the analyzed issue.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Circulation Claim
	July - December 2022	January - June 2023*
Total Audit Average Qualified:	29,589	29,651
Qualified Non-Paid:	28,599	28,659
Qualified Paid:	990	992
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC
Average Annual Order Price:	**NC	**NC

*NOTE: January - June 2023 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

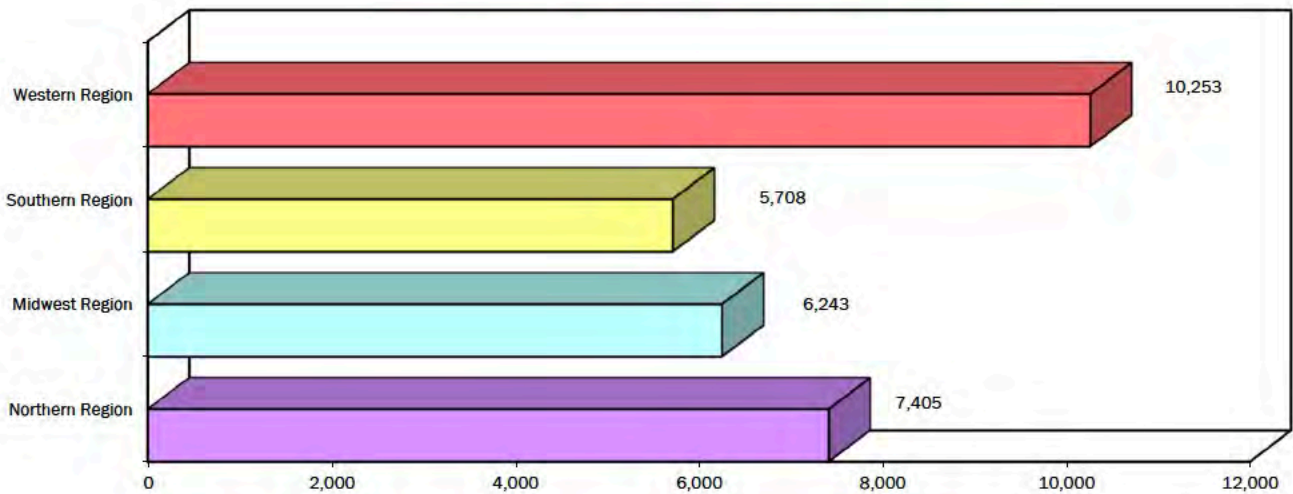
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2023*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	169		Kentucky	336	
New Hampshire	179		Tennessee	657	
Vermont	120		Alabama	429	
Massachusetts	491		Mississippi	316	
Rhode Island	91		EAST SO. CENTRAL	1,738	5.9
Connecticut	355		Arkansas	366	
NEW ENGLAND	1,405	4.7	Louisiana	466	
New York	1,364		Oklahoma	461	
New Jersey	856		Texas	4,010	
Pennsylvania	1,561		WEST SO. CENTRAL	5,303	17.9
MIDDLE ATLANTIC	3,781	12.8	Montana	174	
Ohio	1,045		Idaho	193	
Indiana	576		Wyoming	115	
Illinois	921		Colorado	424	
Michigan	801		New Mexico	212	
Wisconsin	560		Arizona	438	
EAST NO. CENTRAL	3,903	13.2	Utah	267	
Minnesota	438		Nevada	238	
Iowa	359		MOUNTAIN	2,061	7.0
Missouri	535		Alaska	81	
North Dakota	89		Washington	570	
South Dakota	99		Oregon	376	
Nebraska	188		California	2,580	
Kansas	267		Hawaii	111	
WEST NO. CENTRAL	1,975	6.7	PACIFIC	3,718	12.5
Delaware	153		UNITED STATES	29,570	99.9
Maryland	914		U.S. Territories	1	
Washington, DC	32		Canada	29	
Virginia	924		Mexico	3	
West Virginia	189		Other International	6	
North Carolina	840		APD/FPO	-	
South Carolina	660				
Georgia	848				
Florida	1,126				
SOUTH ATLANTIC	5,686	19.2			
			TOTAL QUALIFIED CIRCULATION	29,609	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



Western Region OK, TX, MT, ID, WY, CO, NM, AZ, UT, NV, AK, WA, OR, CA, HI, and Mexico - 10,253
 Southern Region NC, SC, GA, FL, TN, AL, MS, AR, LA - 5,708
 Midwest Region OH, IN, IL, MI, WI, MN, IA, MO, ND, SD, NE, KS, KY, and Canada - 6,243
 Northern Region ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD, DC, VA, WV, U.S. Territories, and Other International - 7,405

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 3 sources of circulation for quantities of 1,600 copies or 5.4% to 22,425 copies or 75.7%, including Trade Shows and Borelli List.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Dennie Ortiz, Publisher

Rick Thornton, Circulation Consultant

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	August 15, 2023
State	New York
City	Warwick
Received by BPA Worldwide	August 15, 2023
Type	BD
ID Number	A814BRJ23

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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the most recognized online magazine in the industry

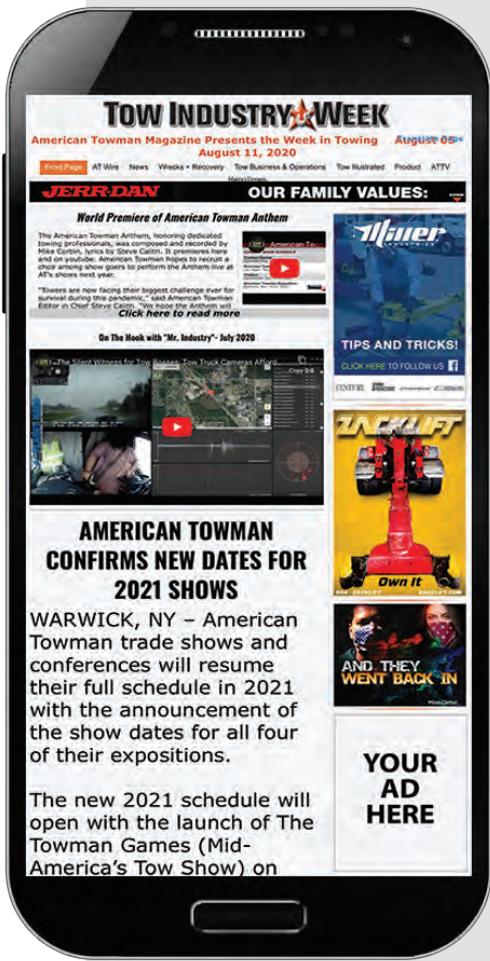
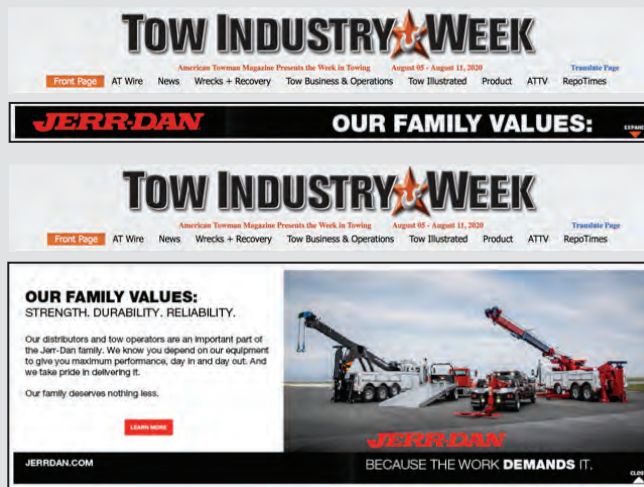
57,000 Monthly views • Over 44,500 unique visits

Horizontal Drop Down Banner

Regular rate
 4 weeks: \$250 per week
 26 weeks: \$225 per week
 52 weeks: \$200 per week

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Top Vertical Ad

Regular rate
 4 weeks: \$175 per week 26 weeks: \$150 per week 52 weeks: \$125 per week



Bottom Vertical Ad

Regular rate
 4 weeks: \$150 per week 26 weeks: \$125 per week 52 weeks: \$100 per week



Half Vertical Ad

Regular rate
 4 weeks: \$105 per week 26 weeks: \$90 per week 52 weeks: \$75 per week

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 OR Expo Exhibitors**

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