

AFFILIATE MEMBERSHIP APPLICATION



"Reach and Network with the Largest Concentration of Construction Trucking Firms in the U.S."

WSTA • 334 N. Euclid Avenue • Upland, CA 91786-6031 • (909) 982-9898 • (909) 985-2348 Fax
www.WesTrk.org/affiliates

Affiliate Dues - \$500 Annual

Company Name _____

Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Type of Business _____

(Depending on your business type, we will have you listed, unless otherwise noted)

Phone _____ Fax _____

E-Mail _____ Web Site _____

**Signature _____ Date _____

Branch Stores No Yes. How many? _____

Sponsor Name _____

YES - Do you wish them to be members with all the same benefits as the Member Location.
Include Branch Store information on the BACK of this form.

In applying for and receiving membership in the Western States Trucking Association (WSTA), I/we agree:

- 1) To comply with the By-laws of the Association where applicable to the affiliate member,
- 2) To pay membership dues and fees on or before the 20th of each period as established in the By-laws of the WSTA.

*AFFILIATE BRANCH STORES *(additional \$50 per branch)*

Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

*Additional store branches, mark on back of this form. Please note, listing additional stores on magazine and association website directory is an additional \$50 per branch store for maintenance and printing costs. **NOTE: **** When paying Member Dues, \$48.00 of your dues will be utilized to cover the annual subscription costs of the associations California Transportation News magazine. By signing this Membership Investment Application you are agreeing to these voluntarily subscription terms.

METHOD OF PAYMENT

Payment: Check (payable to WSTA) Credit Card: MC Visa American Exp. Discover

Card No.: _____ - _____ - _____ Exp. Date _____ / _____

Signature: _____ Date _____

AFFILIATE MEMBER BENEFITS



“Reach and Network with the Largest Concentration of Construction Trucking Firms in the U.S.”

ADVERTISING

- Communicate your message to every Western construction trucker and material producer, by utilizing the **WESTERN TRANSPORTATION NEWS Magazine (WTN)** and **Westrk.org**. Our advertising rates are a fraction of the cost of most broad based industry trade publications and sales magazine.
- All Affiliates will receive **25% Advertising Discounts** on all publishing rates in the CTN and:
 - A. Thirty percent (30%) discount** on ads in the PRO-TECH section. (Business card size)
 - B. We design all ad composition(s)** at no cost to advertisers.
- Four Free lines in our Classified section. (No commercial ads)
- Authority to use the **WSTA logo** in/on your advertising, business cards, mailings, place of business, etc.
- WSTA's Advertising and Marketing Group possesses the experience, expertise, creativity and design tools needed to meet all your marketing and advertising needs.
- **Westrk.org** will link your web site page from our site.

GENERAL

- Standing invitations to all local meetings for your managers and sales people. Short presentations regarding your products/services are welcome and encouraged. Contact the area chairperson to arrange a time so they can include the information in the Chapters Meeting Notices.
- Consider conducting or hosting a chapter meeting(s) at your facilities, office or locations of your choice. Recognition of such meetings can be included in the **WESTERN TRANSPORTATION News (CTN)** column *“Action in the Chapters”*. Article must be submitted by chapters.
- Help support us with many legislative issues on our agenda that affects us - and you!
- **Free subscription(s) to the WESTERN TRANSPORTATION News (CTN)**, a monthly periodical
- Monthly listing of affiliation, by products/services, in the WTN **“Affiliate Directory”** and **WESTRK.ORG/affiliates**
- Group fuel discounts, through affiliated organizations.
- Affiliated member's truck drivers may participate in the association's recognized *“Driver Training and Safety Program.”* This program will inexpensively fulfill the BIT, DMV/CHP, DOT and OSHA requirements.
- Group health insurance, two dental plans available to you and your employees.
- **Scholastic Scholarship Award Program** - As an affiliate you and your employees' *children are eligible for this awards program for post high school academic pursuits.*
- Possible feature story in the center spread of the WTN regarding your company/organization.
- Affiliate Member prices for the Drug & Alcohol testing program through our sister affiliate **AADT**
- Affiliate Member prices for Authority & Compliance through our sister affiliate **AAA&C**
- Credit Union membership and loans through Prospectors Federal Credit Union.

Branch Stores may qualify under a variety of situations, a truck manufacture joins WSTA as a prime Affiliate and dealer stores than may join as branch stores with all the same benefits with an added fee to cover publication and mailing costs - \$50/yr.

ADVERTISING RATES

Published Monthly by the Western States Trucking Association

CLOSING DATES

- **Submission** – 25th of the preceding month.
- **Published** – Approximately the last day of the preceding month.
- **Mailed Monthly** – 2nd Class within 7 days of publishing date.

BOOK, DIGITAL & AD SPECS

- **Book/Trim size** – 8^{1/2}" x 11"
- **Ad Size Specifications** – (SEE MECHANICAL SIZE LAYOUT)
- **Digital Image Size** – 250 dpi or Higher, CMYK
- **Digital Image Type** – TIFF, JPG, PDF, PSD, EPS
- **For Bleeds** – Add 1/4" or 1/8" out side the book size
- **Publishing Files** – Adobe InDesign, Adobe PageMaker
Adobe Photoshop, Adobe Illustrator, PDF, MS Word
- **Color Separations/Tear Sheets** – provided upon request and will be passed on to the customer at publisher's cost.

ORDERING INSTRUCTIONS

1. Clearly draw your ad as you would like to see it.
2. Provide any artwork, images or fonts that will be inserted in your ad. All artwork or images should be as clean as possible.
3. Specify the ad size, number of insertions, and the issue(s) in which the ad is to start.
4. Mail or E-mail all pictures, artwork, placed fonts that will be used. If you send in on CD-R /DVD-R, make sure it is PC compatible.
5. Fax or email a copy of your advertising contract, following up with a phone call to WSTA.

Note: All pictures, artwork and disks will not be returned.

CIRCULATION PROFILE

As of January 1, 2015 the printing and mailing list consists of the following:

- **Single-Month Issues** - 2,200 transportation companies, owner-operators, contractors and material producers, 90 percent are located in California. January, February, May, August, September, October.
- **Dual-Month Issues** – 6,500 transportation companies, owner-operators, contractors and material producers, 90 percent are located in California. March/April, June/July and November/December.

TERMS

Non-Affiliated advertisers are required to pre-pay, unless other arrangements are settled. Affiliate payment is due within 30 days from date of Invoice/Statement. Any Invoices/Statements not paid within 30 days are subject to 12% APR late charge.

CLASSIFIED TERMS

*Members & Affiliates receive up to Four Lines of type for FREE. Affiliate members may only advertise free in the Wanted or other sections if it's for products or services not within the scope of the affiliates business(es). All classified ads are placed for three months starting on the first of each month's issue. Deadlines are on the 25th of the month for the proceeding issue. Non-Members must pay in advance for placement. We reserve the right not to place ads that may mislead or are considered offensive or inconsistent with our policies. If you are an affiliate and would like to know how to advertise, call us and ask for a Media Kit or download from our web site at Westrk.org or CalTransNews.com

Send All Enquiries to: WTN Magazine
334 N. Euclid Avenue • Upland, CA 91786

(909) 982-9898 • Fax (909) 985-2348
Publishing@Westrk.org

STANDARD INSERTION RATES

Affiliate & Member Rates – Subtract 25%
Agency Rates – Add 15%

WTN is published 9 times a year, a combination of
March/April, June/July and November/December

BLACK & WHITE RATES

(Per Insertion)

AD SIZE	1X	3X	6X	9X
Full	\$490	\$480	\$470	\$450
2/3	\$430	\$420	\$400	\$380
1/2	\$380	\$360	\$330	\$300
1/3	\$320	\$280	\$270	\$260
1/4	\$275	\$265	\$255	\$240

4 - COLOR RATES (Add to B&W Rates Above)

1X - 3X \$320	6X - 9X \$240
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2 - COLOR RATES (Add to B&W Rates Above)

1X - 3X \$100	6X - 9X \$90
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CLASSIFIED AD RATES

***Free Classified text ads to Members and Affiliates**
4 lines or less, 3 months in WTN and Westrk.org
Non-Members/Affiliates . \$20 Additional lines... \$10

CLASSIFIED (1/8 Business Card Display Ad)

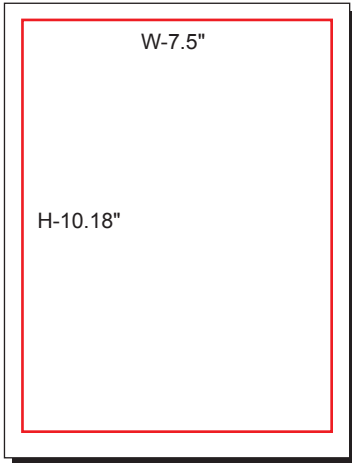
Members	\$40
Non-Members & Affiliates	\$80

COVERS or CENTERFOLD (Per Insertion)

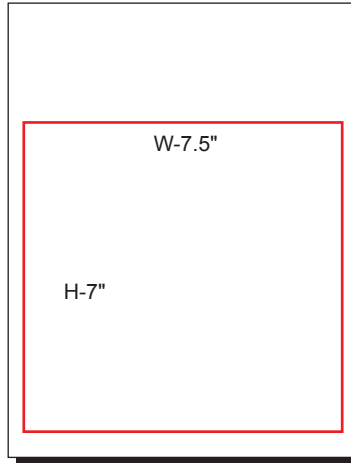
NOTE:	Front Cover.....	N/A
4-Color standard on front and back covers and centerfold. Must advertise 6x or more.	Back Cover	\$825
	Inside Front.....	\$605
	Pages 1, 2 & 3.....	\$468
	Inside Back.....	N/A
	Centerfold	\$1,100

MECHANICAL SIZES ON NON-BLEED ADS

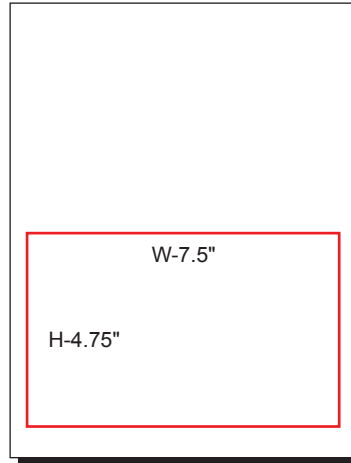
Full Page Inside Margins



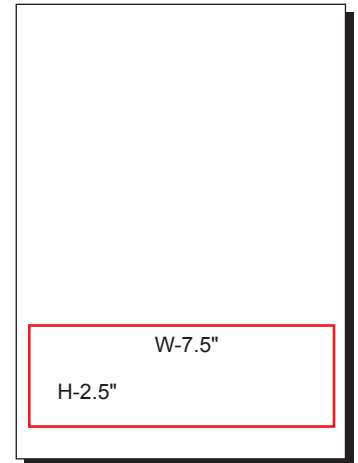
2/3 (H) Page



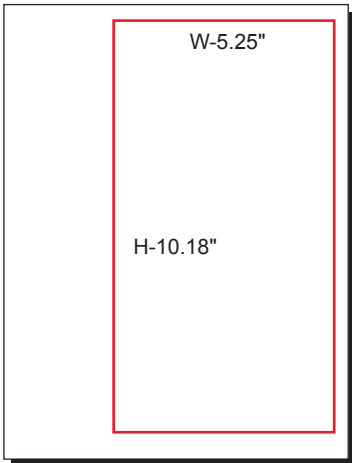
1/2 (H) Page



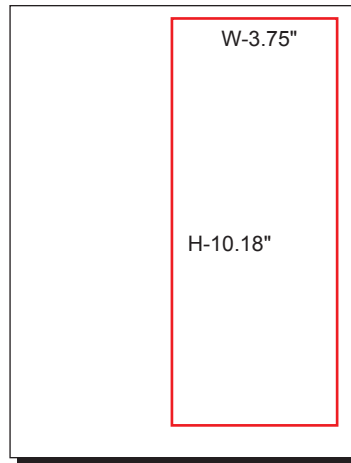
1/3 (H) Page



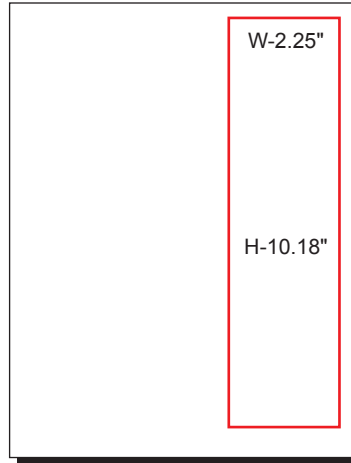
2/3 (V) Page



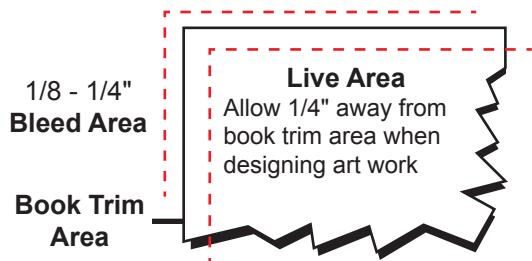
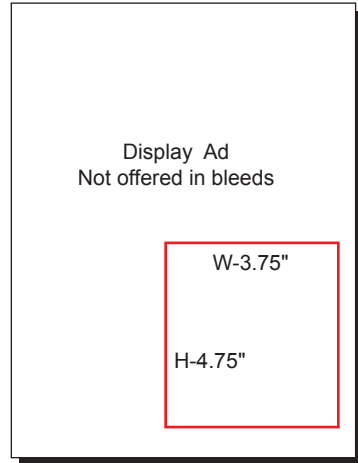
1/2 (V) Page



1/3 (V) Page



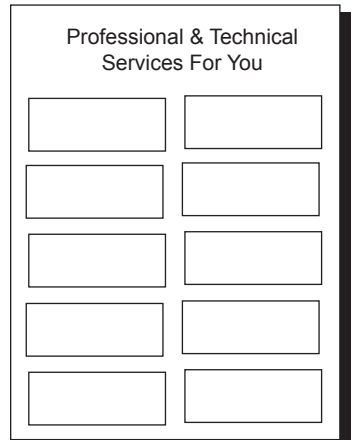
1/4 Page



Pub Info - Trim Size - 8.5" x 11"
Margins Size - .25" (L, R, T); .75" (B)

Artwork Bleed layout - When bleeding your ads, please allow a 1/8-1/4" from Book Trim (outer edge of publication) to Live Area, this allows a 1/8" to 1/8" from cutting and binding into your ads artwork. The spec size sheets above are for non-bleed areas.

1/8 Page Layout Business Card



Advertising in the California Transportation News

- Increases sales to the construction industry.
- Builds name and brand awareness for sales.
- Communicates your message
- Economical rates mean greater gross profit per sale.
- Discounted advertising rates for Affiliate & Members
- We Design your Ad!

DON'T let your message get lost in the freight truck magazine when you are actually trying to contact the construction people! High, but "empty", circulation numbers do not translate into reader awareness because they do not fit the needs of dump truckers. The WTN does fit; because dump truckers read it every month to get the lifeblood information they need to continue to succeed and to get further ahead.

Western TRANSPORTATION

NEWS

ADVERTISING CONTRACT

Rev. 8/2015

Affiliate & Member Rates – **Subtract 25%** Agency Rates – **Add 15%**

Number of Page (s) Advertising: _____ Run Advertisement: 1X 3X 6X 9X

Advertisement Size: Full 2/3 1/2 1/3 1/4

4 Color Rates: 1X - 3X 6X or more
Add to B&W Rates \$320 \$200

2 Color Rates: 1X - 3X 6X or more
Add to B&W Rates \$100 \$90

Pro-Tech Ads - 1/8 Business Card (2 colors only)

Affiliates 3X - \$99 9X - \$297
Non -Affil. 3X - \$150 9X - \$486

Classified Ads - 1/8 Business Card

Members & Affiliates \$40
Non-Members & Affiliates \$80

Classified Ads - Text Only

Non-Members & Affiliates \$25

Additional lines - \$10 (Depending on Classified ad)

OFFICE USE ONLY

Start Date: _____ End Date: _____

BLACK & WHITE RATES <small>Per Insertion</small>				
AD SIZE	1X	3X	6X	9X
Full	\$490	\$480	\$470	\$450
2/3	\$430	\$420	\$400	\$380
1/2	\$380	\$360	\$330	\$300
1/3	\$320	\$280	\$270	\$260
1/4	\$275	\$265	\$255	\$240

For Cover or Centerfold insertions, contact us for rates, Inside Back Cover and Cover are not available. See your media kit Mechanical Sizes for detailed specs on advertising layouts.

Instructions

- Set rough draft by advertiser
- Camera ready artwork attached (Digital files, Disk or e-mailed PDF document (s))
- Please call me for instruction
- Other instructions: _____

Total Advertising Price: _____

Name _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

*Signature _____ Date _____

*Signing this advertising contract holds you responsible of agreeing to advertising terms and conditions found in this media kit

METHOD OF PAYMENT

Credit Card: MC Visa American Exp. Discover

Bill my WSTA Account:

Card No.: _____ - _____ - _____ - _____ Exp.Date _____ / _____

Signature: _____ Date _____

Proposed WTN Magazine Advertising Policy

RATE POLICY AND CONTRACT PROVISIONS: All advertisements are accepted and published entirely on the representation that the Advertising Agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the Advertiser and/or Advertising Agency will indemnify and hold the Western States Trucking Association and the Western Transportation News Magazine (“Publisher” or “WSTA”) harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark, patent and copyright infringements (including the text and photographs within the advertisements), and other claims based on the contents or subject matter of such publication.

The Publisher reserves the right to refuse or reject any and all advertising. Prior to publication the publisher must review advertisements that for any reason are considered questionable. The Publisher may refuse advertisements for any reason deemed unacceptable. Publisher reserves the right to add the word “Advertisement” at the top and/or bottom of, or anywhere within any publication page, that in the Publisher’s sole judgment, too closely resembles editorial pages of the publication. The Publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when such conditions conflict with the terms or conditions of the publication’s rate card, or any amendment thereof.

The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the Publisher. The Publisher is not responsible for the accuracy of any corrections or changes made to any Advertiser’s materials. WSTA does not accept advertisement for liquor, tobacco, firearms or competitive educational programming or competitive membership offerings.

Additional Suggestion:

The Publisher suggests that affiliates refrain from utilizing other affiliates names, products or caricatures of persons or products within their advertisements in a negative manner.