



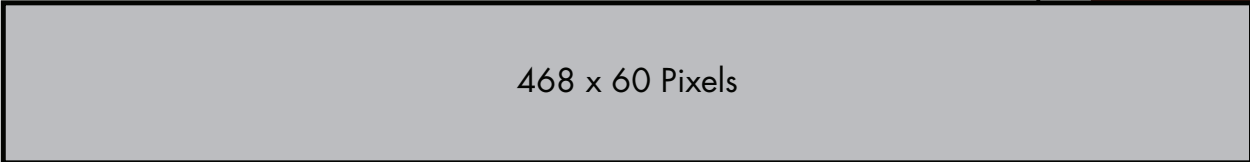
Phone: 866-407-0020

Fax: 636-216-0097

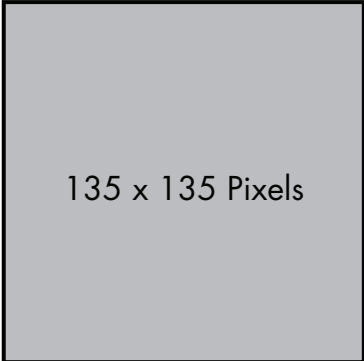
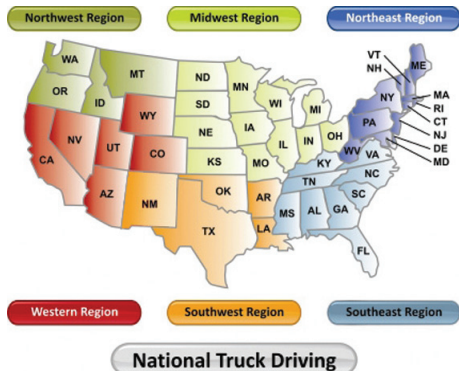
Pricing Information

Monthly Advertising Rates

	<u>State</u>	<u>Regional</u>	<u>National</u>
Top Banner	\$500	\$850	\$1,250



	<u>State</u>	<u>Regional</u>	<u>National</u>
Side Tile Banner	\$250	\$500	\$995



	<u>State</u>	<u>Regional*</u>	<u>National**</u>
Classified	\$50	\$100*	\$200**
Web Links	\$25	\$50*	\$100**
Driver Applications Only	\$15	\$15	\$15
Profile Page	\$150 (One-time fee)		
Banner Design Cost	\$150 Static	\$250 Animated	

National Truck Driving Jobs Monthly Packages

National Package

- 2 Side Tile Banners
- 2 Classified Ads
- 2 Web Links
- 2 Profile Pages

Value \$2,890

Discount 30%
Price: \$1,995

Regional Package

- 1 Top Banner
- 1 Side Tile Banner
- 3 Classified Ads
- 2 Web Links
- 2 Profile Pages

Value \$2,050

Discount 30%
Price: \$1,395

Space is limited.

State Package

- 1 Top Banner
- 1 Side Tile Banner
- 2 Classified Ads
- 2 Web Links
- 2 Profile Pages

Value \$1,200

Discount 30%
Price: \$795

Any contract more than **\$5,000 per month** for 6 months or greater gets **10%†**

Any contract more than **\$2,500 per month** for 6 months or greater gets **5% off.†**

*Includes All State within Region(s) **Includes All State, Regional and National Sites †Cannot be Combined with Other Packages or Promotions



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Creative Requirements

- * Creative should have a distinct border to clearly identify where the page ends, and advertisement begins. NTDJ reserves the right to require a banner border.
- * Animation cannot exceed 15 seconds. Animation can begin again on mouse over, but must stop immediately on mouse off.
- * Creative must have branding.
- * Creative must match ad size.
- * No fake HTML or simulated interactivity (A maximum of 5 linking URLs can be used in each HTML creative).
- * No obscene or otherwise objectionable images.
- * No 'FREE' offers in the ad unit without pre-approval from NTDJ.
- * Creative cannot use the NTDJ name or logo without pre-approval from NTDJ.
- * Creative containing a sweepstakes or contest must be pre-approved by NTDJ (2-3 business day lead time required).
- * Cookies may not be set on the NTDJ network except by parties with a third party ad serving agreement.

SUBMISSION GUIDELINES

- * Ads must conform to specifications outlined herein. Elements not meeting specifications will be returned for revision, which may delay the launch date.
- * Standard creative must be submitted to your designated Sales Representative 4 business days prior to campaign launch or campaign launch may be delayed. Rich media ads must be submitted 5 business days prior to launch to enable thorough testing. Contact your Sales Representative for additional details.
- * Creative submissions should include the following:
 - o Advertiser name
 - o NTDJ Insertion Order
 - o Detailed trafficking instructions
 - o Creative files
 - o Alternate text (if applicable)
 - o Linking URL
 - o 3rd party tags (if applicable)
- * 3rd party tags must be live at the time of submission to enable thorough testing before launch
- * For Flash ads, an alternate image conforming to the designated gif/jpg specifications must be provided for use in the event that the user's browser does not support Flash 6.0 and above