



**American Truck Historical Society
National Convention & Antique Truck Show
May 25-27, 2006
Carroll Park – Baltimore, Maryland**

**Come Advertise in our
Program Show Book**



For the 2006 National Convention and Truck show, the American Truck Historical Society is offering advertising opportunities in their 48-page Program Show Book. Approximately 2,500 copies will be distributed free at the show to attendees from across the nation (but most are expected to be from the Eastern seaboard).

This is a unique, once-a-year opportunity to reach a concentrated audience of consumers involved in the trucking and motor transport industries, antique truck enthusiasts and restorers, and other industries that support them.

Most importantly, advertising in our Program Show Book **directly supports the American Truck Historical Society** -- an organization dedicated to the collection and preservation of the dynamic history of trucks, the trucking industry, and its pioneers.

*Recognized by the ATA as the official repository of trucking history.
Visit us online at www.aths.org and www.stovebolt.com/ATHS*

Ad Guidelines

Prices are for camera-ready copy, logos and original pictures -- limited ad layout is available. Please do not send photo-copied ads or photos. We reserve the right to return any ad deemed inappropriate. Electronic materials may be emailed to editor@stovebolt.com

The following electronic formats are preferred:

** Photos in .JPG format * Ad copy in MSWord. * Camera-ready ads in .JPG or .PDF*

Deadline for advertising – May 1, 2006

Ad Prices

Our Program Show Book this year will be 8.5 x 5.5” “back pocket size booklet” for easy retrieval and reference.

	<u>Black & White</u>	<u>Color*</u>
Full Page	\$125	\$ 200
Half Page.....	\$ 60	\$ 120
Quarter Page	\$ 30	\$ 60
Business Card.....	\$ 25	\$ 50

** Color ad availability may be limited so please reserve early.*

Advertising Application

Please print clearly

Business or Organization: _____

Contact Person: _____

Title: _____ **Phone:** _____

E-mail: _____ **Fax:** _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Circle one

Ad Size: Full 1/2 1/4 Card **Color? Yes / No**

Amount Enclosed: _____

*Make cheques payable to: **B-W ATHS***



Mail ad copy, completed application and payment to:

John C. Milliman
Stovebolt Publishing Company
41370 Friendship Court
Mechanicsville, MD 20659-3853

Please direct questions, comments or electronic material to:
editor@stovebolt.com