



**Transport Topics**  
PUBLISHING GROUP  
*Media Data 2012*

# Letter From the Publisher

Welcome to the Transport Topics Publishing Group (TTPG), the leading provider of news and information for the trucking and the freight transportation industry. Through a mix of print and electronic product offerings TTPG serves the multitude of executives involved in moving the nation's freight. We deliver the business intelligence used by for-hire and private carriers, shippers, third-party logistics providers, and many other allied sectors.

Many truck fleet operators used 2011 as an opportunity to upgrade aging equipment. After a couple of down years, these businesses finally experienced growing tonnage levels and capacity in line with demand. These factors contributed to a relatively healthy economic state for trucking, even while macroeconomic conditions were less than stellar. With an eye on volatile fuel prices, rising equipment costs and the always present danger of increased government regulation, fleet executives are generally optimistic about the prospect of continued economic expansion in 2012.

The publishing industry also has returned to a more stable economic environment, helping us move forward with our mission of providing unparalleled news coverage across multiple media platforms. The total number of TRANSPORT TOPICS subscribers receiving their issues in both print and digital editions continues to grow. And the digital edition now contains more interactive features for advertisers. Our websites *TNews.com* and *LMTruck.com* always are evolving

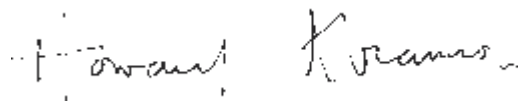


Howard Abramson

to follow the marketplace appetite for instantaneous access to information. Part of this evolution is the expansion of the implementation of interstitials, the growth in the number of guaranteed impressions and the introduction of new, low-cost ad units designed to meet the budget needs of all advertisers. Our package of e-newsletters grows in both the number of different offerings and their popularity. We now offer two different packages of newsletters so marketers can choose a broader audience or drill down to a smaller, much more qualified group of decision-makers.

All of these changes are made with one goal in mind ... to always provide the most up-to-date and relevant news content, in a format and frequency that fulfills our audiences' needs. We've been at this since 1935 but by no means are we stuck in the past. TTPG always will be near the leading edge in terms of quality of coverage and ease of access. Your advertising support in the past is genuinely appreciated. The opportunity to continue a mutually beneficial business relationship is what drives us into the future.

Sincerely,



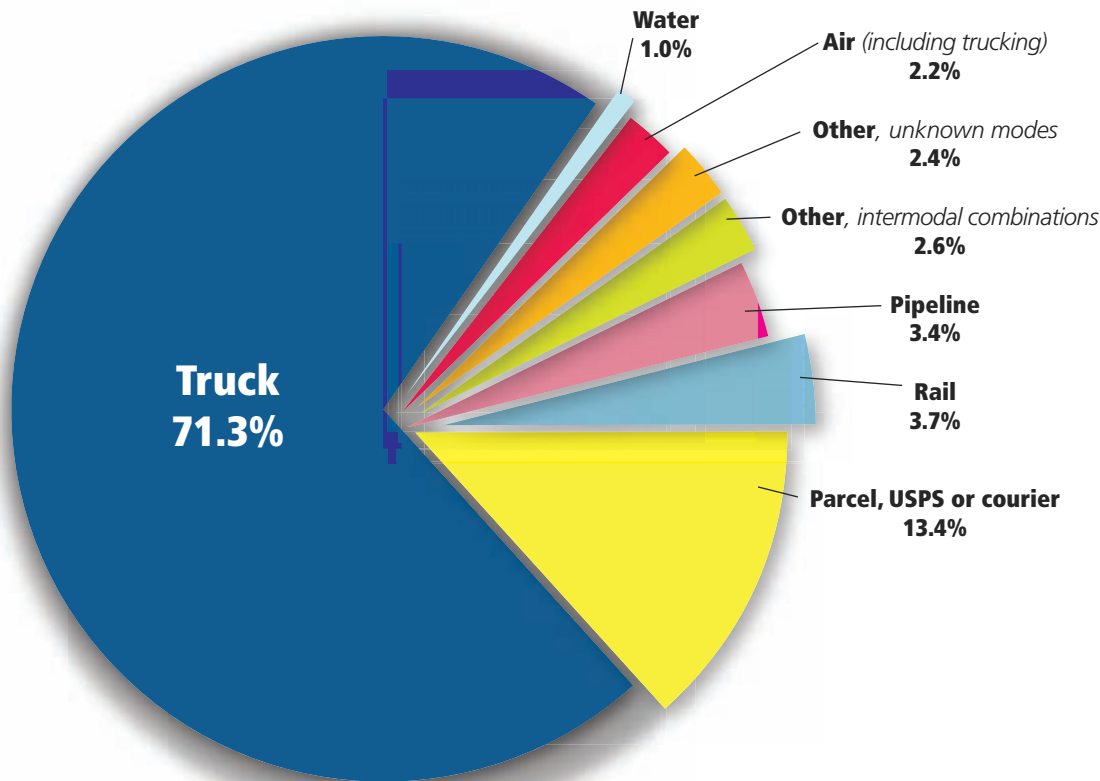
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# Welcome to the North American Freight Transportation Industry

- › 81.9% of gross freight revenue in U.S. spent on trucking
- › 8.8 billion tons of freight transported by trucks
- › 68% of total domestic tonnage shipped by truck

## Commodity Flow by Mode



## North American Truck Fleet Market

Here are the total numbers of fleets in North America that operate tractors. As you can see, the total numbers of fleets are not that large. TRANSPORT TOPICS' paid circulation covers the vast majority of this marketplace.

<b>500 or more</b> power units	<b>271</b> total fleets
<b>100 or more</b> power units	<b>1545</b> total fleets
<b>25 or more</b> power units	<b>6,538</b> total fleets
<b>10 or more</b> power units	<b>16,124</b> total fleets
<b>5 or more</b> power units	<b>28,162</b> total fleets

The total number of fleets with 5 or more tractors is 28,162. Each total above is a subset of the 28,162 grand total.

# Transport Topics

PUBLISHING GROUP

## *Transport Topics Publishing Group Covers It All*

### ➔ **Transport Topics** —

Weekly, paid-circulation newspaper covering the entire freight transportation industry with an emphasis on trucking. Hard news read by CEOs, presidents, owners, and upper-management of for-hire carriers, private carriers, leasing and rental operations and others allied to the field.

### ➔ **Light & Medium Truck** —

Monthly, controlled-circulation magazine providing vehicle and operational information to fleet owners and managers in the pickup & delivery, private carriage, construction, utility and other sectors.

### ➔ **Transport Topics Online** —

TTNews.com and LMTruck.com serve up the latest news and information 24/7. Adding to the digital lineup are TTEexpress and Executive Suite newsletters. Other electronic products, such as Sponsored Messages and Webinars, give marketers multiple ways to reach the unparalleled audience of TTPG.

### ➔ **Special Supplements** —

EQUIPMENT & MAINTENANCE UPDATE and ITECH are bimonthly supplements inserted into TRANSPORT TOPICS. Both offer outstanding opportunities for advertisers to place their marketing communications messages next to extremely focused editorial content.

### ➔ **List Issues** —

For more than 20 years, TTPG has produced the definitive list of top for-hire trucking companies in North America, the TT Top 100. Other popular lists include the Private Carriers Top 100, TT Logistics 50 and the L&MT Top 100 Commercial Fleets.



# Transport Topics – *It's all you need, to know...*

## Transport Topics Readership Intensity

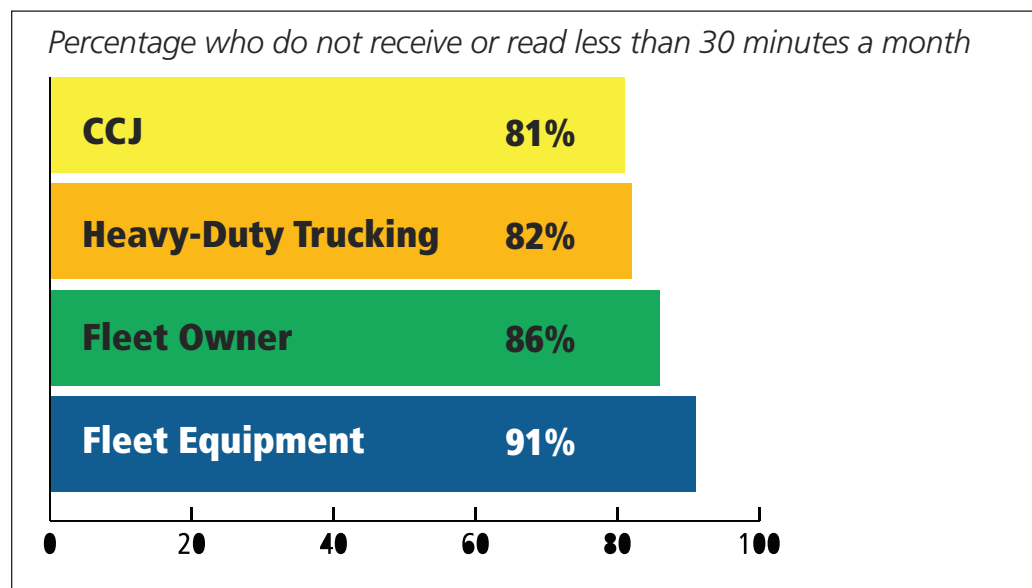
Because we provide the latest news and information on all topics relevant to freight transportation, TRANSPORT TOPICS subscribers spend a lot of time reading each weekly issue. And they share their copies with their colleagues, as well.

- › **65%** spend 30 minutes or more reading TRANSPORT TOPICS each and every week
- › **83%** pass along their issue of TRANSPORT TOPICS to a fellow decision-maker
- › **46%** pass along their issue to 3 or more colleagues
- › **13%** pass their issue on to **7 or more** readers

Source: Transport Topics Readership Study conducted via Zoomerang, May 2011.

## Exclusive, Nonduplicated Audience

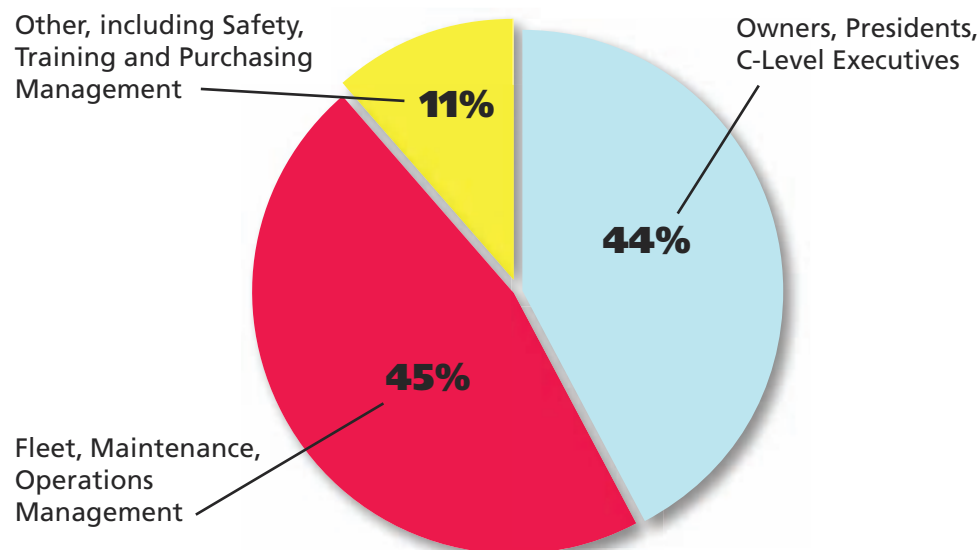
A large percentage of TRANSPORT TOPICS readers either do not receive or spend very little time reading other trucking publications.



Source: Transport Topics Readership Study conducted via Zoomerang, May 2011.

## Reach the Most Qualified Audience

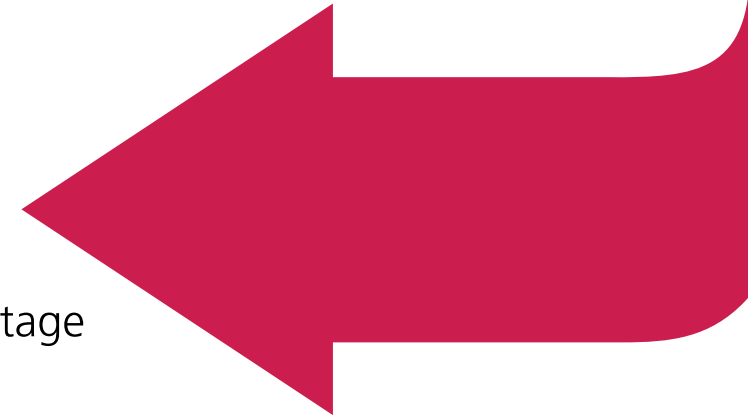
- › **86%** of our subscribers are owners, presidents, C-level executives or upper-level managers.
- › **45%** of our subscribers are in fleet, maintenance or operations management (*in addition to upper-level management who make maintenance decisions*).



Source: Harvey Research AdQ Publisher's Report, Feb. 7, 2011

# Transport Topics

## Rate Reduction Plans



We've taken the guesswork out of picking the 'right issues.' Take advantage of our pre-packaged editions and stretch your advertising budget, too!

### Once-a-Month Programs

#### Equipment

**Jan. 23** — E&MU, Parts Inventory Control  
**Feb. 20** — TMC Preview  
**March 19** — E&MU, Mid-America Show Preview  
**April 16** — Truck World Preview  
**May 14** — E&MU, CSA Scoring, 1 Year Later  
**June 18** — Suspensions  
**July 9** — E&MU, Green Fleets/SmartWay  
**Aug. 6** — NTDC Equipment  
**Sept. 10** — E&MU, ATA SuperTech  
**Oct. 29** — Aerodynamics  
**Nov. 19** — E&MU, Safety Equipment  
**Dec. 10** — Roadside Repair

#### Technology

**Jan. 9** — EOBR Regulation Update  
**Feb. 13** — iTECH, Technology on the Move  
**March 12** — Handhelds  
**April 9** — iTECH, RFID  
**May 7** — Anti-Rollover Technology  
**June 11** — iTECH, ITLC Preview  
**July 23** — Beating the Heat, In-Cab Cooling  
**Aug. 27** — iTECH, Cargo Monitoring  
**Sept. 17** — Terminal Technology  
**Oct. 22** — iTECH, Tech App Bundling  
**Nov. 26** — Open Road Tolling  
**Dec. 17** — iTECH, Tech in 2013, A Look Ahead

### Added-Value Programs

#### Step Up Frequency

Increase your annual contract frequency to the next frequency break and earn one insertion credit. Increase your annual contract frequency by two or more levels and receive two insertion credits.

#### New Advertisers

Any new display advertiser running four or more ads in 2012 earns one insertion credit. A new advertiser is one who did not advertise in 2011.

### Targeted Editorial Opportunities

#### Oil, Lubricant & Fuel

**Jan. 30** — Maintenance by Dealers  
**April 2** — DEF Update, Availability  
**May 28** — Used Oil Disposal  
**July 30** — Fuel Economy  
**Sept. 10** — ATA SuperTech  
**Nov. 12** — Winter Prep

#### Trailers

**Feb. 6** — What's New for 2012  
**March 26** — Temperature-Controlled  
**May 21** — Trailer Utilization  
**July 9** — Green Fleets / SmartWay  
**Aug. 27** — Cargo Monitoring  
**Dec. 24/31** — Year in Review

#### Shippers

**Jan. 2** — Year in Preview  
**Feb. 27** — Shipper's Role in CSA  
**April 30** — Supply Chain  
**June 4** — Selling Services Direct to Shippers  
**Oct. 1** — Supply Chain Events  
**Nov. 5** — Logistics 50

#### Tires & Wheels

**Jan. 16** — Supply Update  
**March 5** — Multi-Class Fleet Maintenance  
**April 23** — SAE Standards for CVs  
**July 2** — NHTSA Brake Ruling  
**Sept. 3** — Tire Management  
**Dec. 3** — Tread Designs

#### ATA Convention

**Sept. 24** — ATA Convention Preview  
**Oct. 8** — ATA Show Issue  
**Oct. 15** — ATA Convention Coverage

## Transport Topics

### Issue Information and Closing Dates

**TRANSPORT TOPICS** is published weekly. **LIGHT & MEDIUM TRUCK** is published monthly, except December/January. Please refer to the editorial calendar for closing dates. Insertion order should accompany advertising materials. Cancellations are not accepted after closing date.

#### RESPONSIBILITIES

Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements printed and also assume responsibility for any claims arising therefrom against the publisher. The publisher reserves the right to reject any advertising copy or cancel any advertising.

#### GENERAL ADVERTISING POLICIES

- Frequency level applies for 12 months from date of first insertion.
- Standard-page spread counts as two insertions.
- A tabloid page counts as 1.75 insertions.
- Mixed space units are entitled to a combined frequency rate.
- Bleeds: Apply to full-page ad units only. NO CHARGE.

**Cancellations:** Contracts may be canceled by advertiser or publisher in writing 30 days before date of issue.

**Rate Policy:** Advertisers will be charged if, within one year from date of first insertion, they do not use the amount of space upon which their billing has been based. Advertisers will be credited if, within one year from date of first insertion, they have used sufficient additional space to earn a rate lower than that at which they have been billed. Credit must be used during contract period.

**Payment Terms:** Net 15 days from date of invoice. The maximum legal service charge will be assessed on accounts not paid within 30 days. The publisher reserves the right to hold advertiser and/or its agency jointly and severally liable for payment due to the publisher.

**Copy:** If material is delayed beyond closing date, copy that appeared in preceding issue will be substituted. The publisher assumes no liability if, for any reason, it becomes necessary to omit an ad.

**Commission:** There will be 15% commission to recognized advertising agencies when account is paid within 15 days of invoice date. There will be no commission on production charges.

#### INSERTS

- Billed at a rate equal to 50% of the prevailing one-time, black-and-white page rate, per insert page, plus production (bind-in) charge. Production estimate is based upon review of materials.
- Outserts and polybagging distribution available. Call your advertising sales representative for quote on proposed materials.
- Insert pages will be counted at 0.5 per page toward an earned ROP frequency rate for purposes of calculating earned rate for display advertising.
- For specific information on quantity, production specifications, shipping and deadlines, call the Advertising Traffic Manager.
- Clients must furnish a completed sample at least one month before issue date.

Color:	1x	4x	7x	13x	18x	26x	39x	52x
Gatefold	\$33,467	\$31,109	\$29,137	\$27,273	\$24,531	\$23,077	\$22,503	\$21,470
Tabloid Spread	\$23,180	\$21,533	\$20,157	\$18,855	\$16,942	\$15,926	\$15,525	\$14,805
Tabloid	\$12,372	\$11,482	\$10,738	\$10,035	\$9,000	\$8,451	\$8,234	\$7,845
Standard	\$8,463	\$7,906	\$7,442	\$7,002	\$6,355	\$6,012	\$5,877	\$5,633
Standard Spread	\$15,786	\$14,770	\$13,921	\$13,119	\$11,939	\$11,313	\$11,066	\$10,621
2/3 Standard Page	\$7,164	\$6,718	\$5,956	\$5,633	\$5,128	\$4,883	\$4,779	\$4,578
1/2 Standard Page	\$6,363	\$5,987	\$5,237	\$4,967	\$4,532	\$4,339	\$4,247	\$4,066
1/3 Standard Page	\$5,211	\$4,934	\$4,247	\$4,061	\$3,724	\$3,589	\$3,520	\$3,371
1/4 Standard Page	\$4,823	\$4,578	\$3,860	\$3,700	\$3,401	\$3,298	\$3,234	\$3,085
1/6 Standard Page	\$4,559	\$4,339	\$3,589	\$3,441	\$3,170	\$3,085	\$3,029	\$2,891
4/5 Tabloid Page Vertical	\$10,287	\$9,575	\$8,980	\$8,416	\$7,589	\$7,150	\$6,976	\$6,665
3/5 Tabloid Page Vertical	\$8,202	\$7,668	\$7,221	\$6,799	\$6,179	\$5,849	\$5,720	\$5,485
1/2 Tabloid Page Horizontal	\$7,160	\$6,714	\$6,343	\$5,991	\$5,474	\$5,199	\$5,091	\$4,896
2/5 Tabloid Page Vertical/Horizontal	\$6,117	\$5,761	\$5,464	\$5,182	\$4,769	\$4,549	\$4,462	\$4,307
1/5 Tabloid Page Vertical/Horizontal	\$4,032	\$3,855	\$3,705	\$3,565	\$3,358	\$3,248	\$3,205	\$3,127
1/2 Tab Spread	\$14,320	\$13,428	\$12,686	\$11,981	\$10,948	\$10,399	\$10,181	\$9,792
Tab Page Color	\$12,372	\$11,482	\$10,738	\$10,035	\$9,000	\$8,451	\$8,234	\$7,845
<b>Preferred Position:</b>	<b>1x</b>	<b>4x</b>	<b>7x</b>	<b>13x</b>	<b>18x</b>	<b>26x</b>	<b>39x</b>	<b>52x</b>
Cover 2	\$14,227	\$13,204	\$12,349	\$11,540	\$10,350	\$9,719	\$9,469	\$9,021
Cover 2 Spread	\$26,657	\$24,763	\$23,180	\$21,683	\$19,483	\$18,315	\$17,854	\$17,025
Center Spread	\$24,339	\$22,610	\$21,165	\$19,798	\$17,789	\$16,722	\$16,301	\$15,545
Cover 3	\$12,990	\$12,056	\$11,275	\$10,537	\$9,450	\$8,874	\$8,646	\$8,237
Cover 3 Spread	\$24,339	\$22,610	\$21,165	\$19,798	\$17,789	\$16,722	\$16,301	\$15,545
Cover 4	\$14,846	\$13,778	\$12,885	\$12,042	\$10,800	\$10,142	\$9,881	\$9,414
<b>Spot Color (per page or fraction):</b>	TTPG Color / \$775			Spot Color / \$850		Metallic / \$970		

#### TYPEFACES USED IN ADVERTISING MATERIALS

Typefaces/fonts used in the creation of advertisements/advertorials must be different from those used in the production of TRANSPORT TOPICS publications. Our editorial font family includes New Caledonia, Times Roman and Univers.

#### MATERIAL SPECIFICATIONS

Transport Topics Publishing Group publications are saddle-stitched pub-

lications printed on 34-pound white-coated stock and run to SWOP specifications.

- Materials must be sent flat and not stapled.
- Oversized materials may be reduced at time rate.
- Artwork and camera copy, which require additional production such as, but not limited to, stripping, halftone screening or typesetting, will be billed to the advertiser.

- Film is stored for 12 months then destroyed unless notified otherwise.
- We are not responsible for the outcome of any digital file that is supplied without a proof; all files sent without proof will be run as is from the file.

#### SUBMITTING DIGITAL FILES

- Composed ad: PDF, TIFF or EPS files.\*
- Logos: PDF, EPS, JPEG or TIFF: 600 ppi at the size to be used.\*

## Display Advertising Units



\*No margin is required for gutter space on spread advertisements.

	WIDTH	DEPTH
<b>Standard (No bleeds)</b>		
Spread	16 <sup>3</sup> / <sub>4</sub>	11
Page	8 <sup>3</sup> / <sub>16</sub>	11
2/3 Std Pg	6 <sup>1</sup> / <sub>16</sub>	9
1/2 Std Sprd	16 <sup>3</sup> / <sub>4</sub>	5
1/2 Std Pg V	4	10
1/2 Std Pg H	8 <sup>3</sup> / <sub>16</sub>	5
1/3 Std Pg H	8 <sup>3</sup> / <sub>16</sub>	3 <sup>1</sup> / <sub>2</sub>
1/3 Std Pg Sq	6 <sup>1</sup> / <sub>16</sub>	5
1/4 Std Pg V	1 <sup>7</sup> / <sub>8</sub>	10
1/4 Std Pg Sq	4	5
1/6 Std Pg V	1 <sup>7</sup> / <sub>8</sub>	5
1/6 Std Pg H	4	3
<b>Tabloid Spread</b>		
Live	21	13 <sup>3</sup> / <sub>4</sub>
Trim	21 <sup>3</sup> / <sub>4</sub>	14 <sup>1</sup> / <sub>2</sub>
Bleed	22	14 <sup>3</sup> / <sub>4</sub>
<b>Tabloid Page</b>		
Live	10 <sup>1</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>4</sub>
Trim	10 <sup>7</sup> / <sub>8</sub>	14 <sup>1</sup> / <sub>2</sub>
Bleed	11 <sup>1</sup> / <sub>8</sub>	14 <sup>3</sup> / <sub>4</sub>
<b>Half-Page Tabloid Spread</b>		
Live	21 <sup>1</sup> / <sub>8</sub>	6 <sup>7</sup> / <sub>8</sub>
Trim	21 <sup>3</sup> / <sub>4</sub>	7 <sup>1</sup> / <sub>4</sub>
Bleed	22	7 <sup>3</sup> / <sub>8</sub>
<b>Fractional Tabloid (No bleeds)</b>		
1/5 Tab Hor	10 <sup>1</sup> / <sub>8</sub>	2 <sup>3</sup> / <sub>4</sub>
2/5 Tab Hor	10 <sup>1</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>2</sub>
1/2 Tab Hor	10 <sup>1</sup> / <sub>8</sub>	6 <sup>7</sup> / <sub>8</sub>
1/5 Tab Vert	1 <sup>7</sup> / <sub>8</sub>	13 <sup>3</sup> / <sub>4</sub>
2/5 Tab Vert	4	13 <sup>3</sup> / <sub>4</sub>
3/5 Tab Vert	6 <sup>1</sup> / <sub>16</sub>	13 <sup>3</sup> / <sub>4</sub>
4/5 Tab Vert	8 <sup>3</sup> / <sub>16</sub>	13 <sup>3</sup> / <sub>4</sub>

• Photos: PDF, EPS, JPEG or TIFF: 300 ppi at the size to be used.\*

• Text: Most word-processing software.

• Color logos, photos: CMYK format only.

• Black-and-white logos, photos: Grayscale format only.

• Fonts: We use Adobe Font Folio 8 and are not legally permitted to use other fonts. We reserve the right to substitute similar Adobe fonts for any non-Adobe fonts.

• Files may be sent via FTP. Contact the Advertising Traffic Manager or go to:

<http://www.ttnews.com/adrates/adratesplash.asp>.

• For information on creating a hi-res PDF file from Quark or In-Design, go to:

<http://www.ttnews.com/adrates/adratesplash.asp>.

\*All PDF and EPS documents must have the fonts embedded, converted to paths or saved as outlines and must be saved without the use of downsampling or compression. PDF files must be version 1.3 for InDesign files.

### TECHNICAL QUESTIONS

For technical, method-of-transmission or compatibility questions regarding your electronic files, please contact the Advertising Traffic Manager or go to: [TTNews.com](http://TTNews.com) before submission.

Send ad materials to:

Transport Topics Publishing Group Advertising Traffic Manager

950 North Glebe Road, Suite 210 ■ Arlington, VA 22203

(703) 838-1746 ■ [ttads@ttnews.com](mailto:ttads@ttnews.com)

# LIGHT & MEDIUM TRUCK

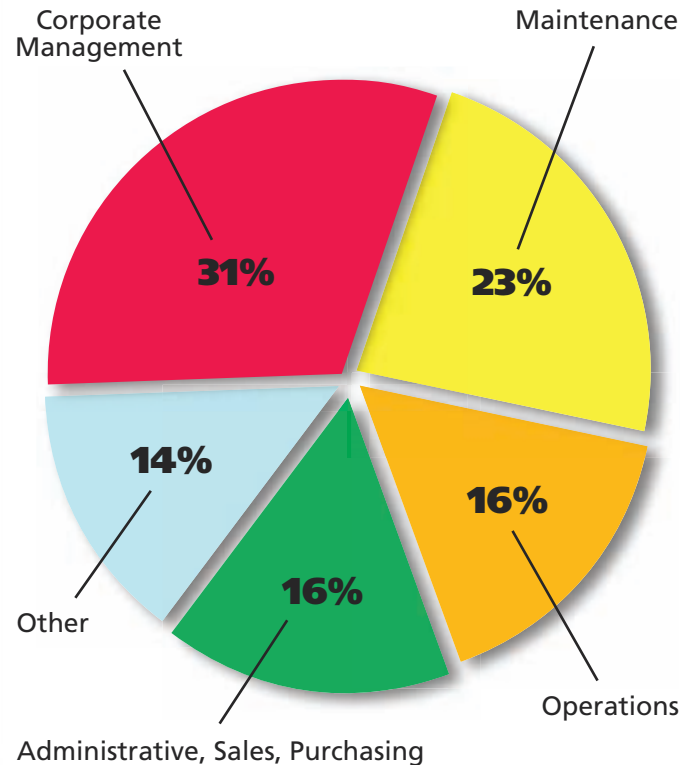
MANAGING COMMERCIAL, PUBLIC, UTILITY AND TELECOM FLEETS

LIGHT & MEDIUM TRUCK is the monthly magazine for fleet operators across a multitude of industry sectors. With an emphasis on vehicle and operational information, L&MT gives corporate management, maintenance and operations managers the power to make key business decisions.

### Are you personally, or as part of a team, involved in specifying, recommending or approving the purchase, rent or lease of:

New Trucks/Truck Tractors . . . . .	.78%	Computer Hardware & Software . . . . .	.52%
Used Trucks/Truck Tractors . . . . .	.61%	Communications/GPS Products . . . . .	.55%
Vehicle/Equipment Leasing . . . . .	.51%	Ruggedized Handheld/Laptops . . . . .	.34%
Vehicle/Equipment Financing . . . . .	.40%	Handheld/Laptop Onboard Systems . . . . .	.33%
Trailers . . . . .	.66%	Fuel . . . . .	.56%
Motorized Warehouse Equipment . . . . .	.52%	Oil & Lubricants . . . . .	.71%
Off-highway Construction Equipment . . . . .	.50%	Truck Chassis Bodies . . . . .	.70%
Engines . . . . .	.70%	Cranes & Material Handlers . . . . .	.45%
Engine Components . . . . .	.73%	Aerial Devices . . . . .	.40%
Transmissions . . . . .	.74%	Digger Derrick/Augers . . . . .	.27%
Refrigeration units . . . . .	.24%	Interior Racks/Shelving . . . . .	.51%
Tires . . . . .	.75%	Exterior Racks/Shelving . . . . .	.43%
Axles/Suspensions . . . . .	.68%	Lift Gates . . . . .	.53%
Lighting . . . . .	.70%	Snow Removal/De-icing Equipment . . . . .	.42%
Filters . . . . .	.72%	Truck Mounted Compressors . . . . .	.45%
Batteries . . . . .	.73%	Winches . . . . .	.50%

### What Is Your Primary Job Function?



### What is your company's primary business?

Wholesale/Retail . . . . .	.9%
Manufacturing/Processing . . . . .	.6%
Public Utilities/Telcom . . . . .	.11%
Service Business . . . . .	.7%
For-Hire Motor Carrier . . . . .	.8%
Public Works/Government . . . . .	.18%
Agriculture/Food & Beverage . . . . .	.5%
Construction/Logging/Mining . . . . .	.7%
Leasing/Rental . . . . .	.4%
Truck Dealer/Manufacturer . . . . .	.6%
Towing/Road Service . . . . .	.1%
Other . . . . .	.19%

### What truck body types do you use in your fleet?

Step Vans . . . . .	.27%
Dump Bodies . . . . .	.43%
Service . . . . .	.51%
Cargo Body . . . . .	.45%
Flat Bed . . . . .	.52%
Utility . . . . .	.41%
Crane . . . . .	.25%
Tank . . . . .	.22%
Towing . . . . .	.12%
Refuse . . . . .	.9%
Aerial/Bucket Lift . . . . .	.33%
Digger/Derrick . . . . .	.18%
Mixer . . . . .	.5%
Other . . . . .	.16%

Source for all charts: 2012 Light & Medium Truck Readership Study conducted via Zoomerang

Color:	1x	3x	6x	9x	12x	18x	24x
Full Page	\$10,547	\$10,406	\$10,121	\$9,834	\$9,622	\$9,060	\$8,651
2-Page Spread	\$20,231	\$19,963	\$19,423	\$18,875	\$18,475	\$17,408	\$16,627
2/3 Page	\$8,439	\$8,327	\$8,031	\$7,816	\$7,752	\$7,551	\$6,969
1/2-Page Spread	\$13,455	\$13,244	\$12,988	\$12,663	\$12,412	\$11,821	\$11,242
1/2 Page	\$6,728	\$6,622	\$6,495	\$6,332	\$6,206	\$5,911	\$5,621
1/3 Page	\$5,448	\$5,356	\$5,250	\$5,134	\$5,049	\$4,830	\$4,611
1/4 Page	\$4,557	\$4,514	\$4,387	\$4,300	\$4,265	\$4,104	\$3,938
1/6 Page	\$3,893	\$3,856	\$3,745	\$3,677	\$3,656	\$3,532	\$3,437

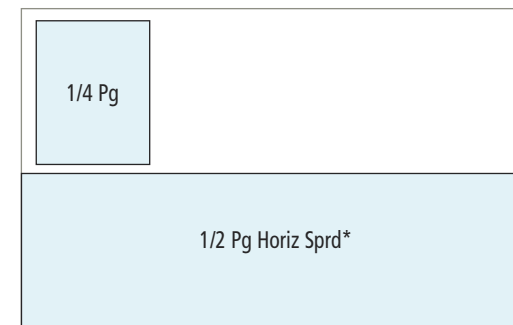
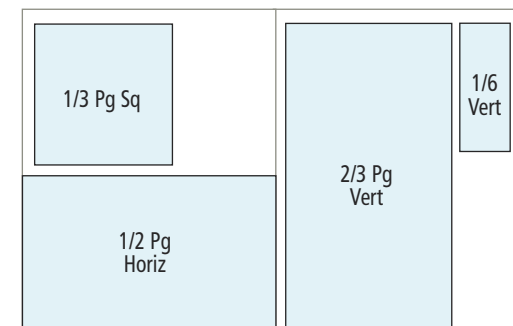
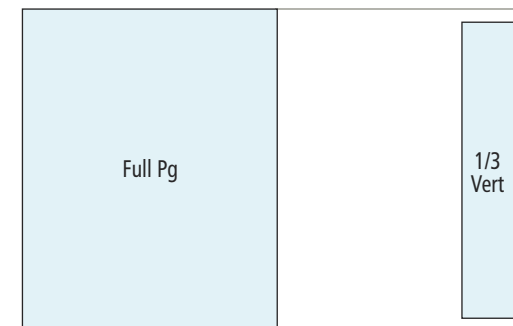
Preferred Position:	1x	3x	6x	9x	12x	18x	24x
Cover 2	\$12,129	\$11,967	\$11,639	\$11,309	\$11,066	\$10,419	\$9,948
Cover 2 Spread	\$23,266	\$22,958	\$22,336	\$21,707	\$21,246	\$20,019	\$19,121
Cover 3	\$11,074	\$10,926	\$10,627	\$10,325	\$10,104	\$9,513	\$9,083
Cover 3 Spread	\$21,243	\$20,961	\$20,394	\$19,819	\$19,398	\$18,278	\$17,459
Cover 4	\$12,656	\$12,487	\$12,146	\$11,800	\$11,547	\$10,872	\$10,381
Gatefold	\$29,484	\$29,095	\$28,314	\$27,522	\$26,941	\$25,397	\$24,268

Spot Color (per page or fraction):

TTPG Color / \$925    Spot Color / \$970    Metallic / \$1,250

	WIDTH	DEPTH
Full Pg (trim)*	8 1/8	10 7/8
Full Pg (bleed)	8 1/4	11 1/8
2 Pg Sprd (trim)*	16 1/4	10 7/8
2 Pg Sprd (bleed)	16 1/2	11 1/8
2/3 Pg	4 1/2	10
1/2 Pg Horiz	7	5
1/2 Pg Horiz Sprd	15 1/4	5
1/2 Pg Vert	3 3/8	7 1/5
1/3 Pg Sq	4 1/2	5
1/3 Page Vert	2 1/8	9 3/4
1/4 Pg	3 3/8	5
1/6 Pg	2 1/8	5
Publication Trim Size	8 1/8	10 7/8

\*Live area should be at least 1/4 from final trim.



\*No margin is required for gutter space on spread advertisements.

# Rate Reduction Plans

- 4-6 insertions ..... 20%** **More frequency, greater discounts!** Advertisers can earn up to 30% off their earned rates with our Rate Reduction Plans. Increased frequency translates into more top-of-mind name awareness... it also helps you stretch your budget!
- 7-9 insertions ..... 25%**
- 10+ insertions ..... 30%**

Insertion levels based on L&MT participation. Rate adjustments applied to schedules not achieving stated insertion levels. Contact your Regional Sales Manager for program details.

Send ad materials to:  
**Light & Medium Truck**  
 Advertising Traffic Manager  
 950 North Glebe Road, Suite 210  
 Arlington, VA 22203  
 (703) 838-1746 ■ ttads@ttnews.com

# Unrivaled News

## Digital Media Opportunities



### › TTNews.com

The leading news organization for the freight transportation industry provides its audience with a superior website offering. TTNews.com is updated throughout the day. Site visitors also can access Premium Content from the current print issue, manage their subscription, register for E-newsletters and more. Several different ad unit sizes are entwined with these features, giving advertisers plenty of creative options.

### › LMTruck.com

The website for LIGHT & MEDIUM TRUCK magazine goes beyond the pages of each monthly issue. We provide the latest news about vehicles, products and services for operators of fleets in several vocational segments. Other site features include access to articles from the current month's edition and the L&MT 100 and Utility Top 50 ... two of our popular industry rankings.



# Coverage — Online

## › E-Newsletters

Advertisers can choose between two different audiences and have the ability to wrap their messages around pertinent editorial with our electronic newsletter offerings: TTEExpress and the Executive Suite. Express goes to a broad audience and is delivered to e-mail inboxes each day, Monday through Friday. It is a summation of the latest general news from the freight transportation industry. The Executive Suite is a package of five different newsletters ... a different one delivered each day of the week. Topics include Equipment, Logistics, Technology, Government and General News. Advertisers gain access to an exclusive audience because only TRANSPORT TOPICS print subscribers are allowed to receive these daily briefings.

## › Sponsor's Message

An E-blast sent directly to more than 70,000 executives, this advertiser-exclusive opportunity is a highly effective tool that yields outstanding open rates. We limit the number of E-blasts to two per month, preventing dilution of the marketplace and ensuring maximum effectiveness. These HTML messages also can be divided into A/B splits for even greater tracking of results.

## › Other Digital Opportunities

Marketers can choose from other opportunities such as Webinars, Chat Sessions, Curtain Ads over either TTNews.com or LMTruck.com, Spotlight, Sponsorships of electronic versions of our popular industry rankings and more.

New For 2012, the **EXECUTIVE SUITE**



# Transport Topics

P U B L I S H I N G   G R O U P

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## Advertising Traffic Manager

### Cristin Wills

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# Transport Topics

**LIGHT & MEDIUM TRUCK**  
MANAGING COMMERCIAL, PUBLIC, UTILITY AND TELECOM FLEETS

## EAST COAST

(CT, DE, DC, FL, GA, MD, MA, ME, NC, NH, NJ, PA, RI, SC, VA, VT, WV)

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## GREAT LAKES

(IN, KY, MI, OH, TN)

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# DIGITAL MEDIA

## Online Sales Managers

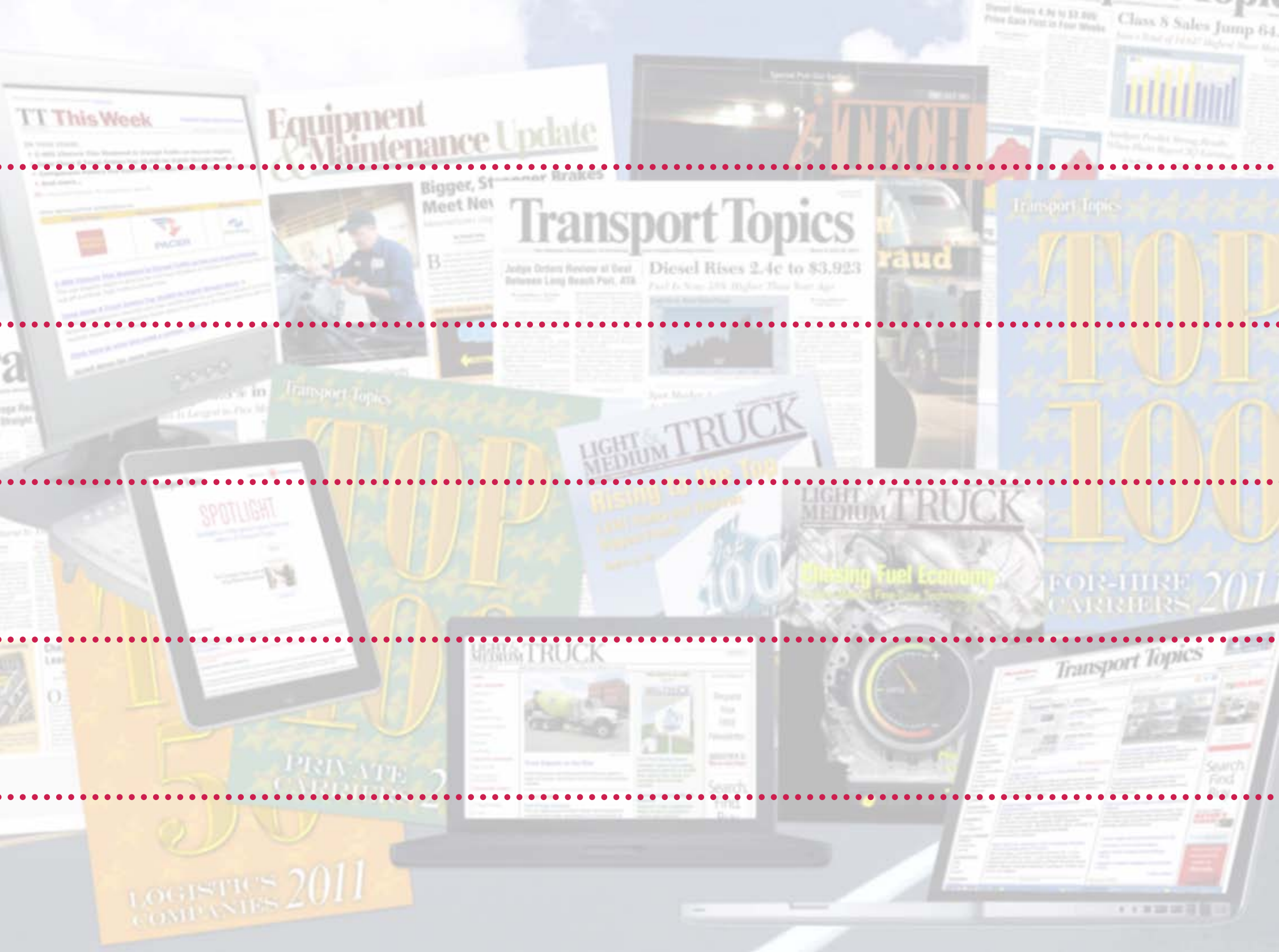
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# TT This Week

# Equipment & Maintenance Update

# Transport Topics

Transport Topics

# TOP 100

# LIGHT MEDIUM TRUCK

## Rising to the Top

A 100+ page guide to the industry's top performers.

# LIGHT MEDIUM TRUCK

## Chasing Fuel Economy

Top 100 Light Truck Manufacturers

# FOR-HIRE CARRIERS 2011

# SPOTLIGHT

# PRIVATE CARRIERS 2011

# LOGISTICS COMPANIES 2011