

**1st Qtr 2004**

**JANUARY**

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**FEBRUARY**

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**MARCH**

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**APRIL**

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**MAY**

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**JUNE**

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Issue Date	Close Date Space	Film	Editorial Emphasis	Profile	Conferences, Meetings, Trade Shows	Bonus/ Package Plans
December 2003 January 2004 (combined issue)	11/17/03	11/21/03	2004 Light Truck Review Maintenance Shop	Legislative Update		
February	1/9/04	1/15/04	Oils & Lubricants Tires and Wheels Information Technology	Dairy	ATA Leadership Conference Alexandria, Va., 2/8-2/10	Oils & Lubricants Tires & Wheels Information Technology
March	2/10/04	2/13/04	Leasing/Rental Maintenance Shop Equipment Report — Work Truck Show	Snack Food	Work Truck Show Baltimore, 3/2-3/5 Truckload Carriers Assn. Hawaii, 3/14-3/17 Technology & Maintenance Council Fort Lauderdale, Fla., 3/16-3/19 Mid-America Truck Show Louisville, Ky., 3/25-3/27 Snack Food Assn. Philadelphia, 3/20-3/23	



**2nd Qtr 2004**

Issue Date	Close Date Space	Film	Editorial Emphasis	Profile	Conferences, Meetings, Trade Shows	Bonus/ Package Plans
April	3/10/04	3/15/04	Annual Transmission Review Information Technology Maintenance Shop	Bakery	Truck Rental & Leasing Assn. Phoenix, 3/31-4/4 American Moving & Storage Bal Harbor, Fla., 3/31-4/3	Information Technology
May	4/8/04	4/14/04	Tires and Wheels Oils & Lubricants Equipment Report	LTL P&D	National Private Truck Council Atlanta, 5/2-5/4	Oils & Lubricants Tires & Wheels
June	5/10/04	5/15/04	Safety & Security OEM Update: Medium-Duty Engines	Foodservice	The Las Vegas Truck Show Las Vegas, 6/10-6/12 Electric Utility Fleet Managers Conference Williamsburg, Va., 6/20-6/23	Triple Play

**3rd Qtr 2004**

**JULY**

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**AUGUST**

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**SEPTEMBER**

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**OCTOBER**

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**NOVEMBER**

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**DECEMBER**

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Issue Date	Close Date Space	Film	Editorial Emphasis	Profile	Conferences, Meetings, Trade Shows	Bonus/ Package Plans
July	6/9/04	6/14/04	<b>Brakes Information Technology Light-Duty Bodies</b>	Retail Delivery		Information Technology
August	7/9/04	7/15/04	<b>Drivers Equipment Report Tires and Wheels Oils &amp; Lubricants</b>	Safety Devices		Oils & Lubricants Tires & Wheels
September	8/9/04	8/16/04	<b>2005 Medium-Duty Trucks Maintenance Shop Oils &amp; Lubricants</b>	Beverage	<b>National Wholesale Beer Distributors</b> San Diego, 9/12-9/15 <b>National Soft Drink Assn.</b> Orlando, Fla., 9/26-9/28 <b>International Bottled Water Assn.</b> Tampa, Fla., 9/29-10/1	<b>Triple Play</b>



**4th Qtr 2004**

Issue Date	Close Date Space	Film	Editorial Emphasis	Profile	Conferences, Meetings, Trade Shows	Bonus/ Package Plans
October	9/10/04	9/15/04	<b>Winterizing Equipment Report Leasing Information Technology</b>	Trailer & Truck Tracking	<b>ATA Management Conference &amp; Exhibition</b> Las Vegas, 10/4-10/7 <b>National Electrical Contractors</b> Los Angeles, 10/16-10/19	Information Technology
November	10/11/04	10/18/04	<b>Insurance Tires and Wheels Oils &amp; Lubricants</b>	Green Industry	<b>Green Industry/Green Expo</b> Charlotte, N.C., 11/4-11/6 <b>National Industrial Transportation League</b> San Antonio, 11/13-11/16 <b>International Intermodal Assn.</b> San Antonio, 11/13-11/16	Oils & Lubricants Tires & Wheels
December 2004/ January 2005 (combined issue)	11/15/04	11/19/04	<b>2005 Light Truck Preview Maintenance Shop</b>	Winter Services		<b>Triple Play</b>