

Transport Topics Classified: Real Results.

Transport Topics advertising has been a staple for generations — giving you the targeted audience you need to reach. With the digital age comes the power of interactive media packages that enhance your message and gives you extended buying power for your advertising dollar.

JOBS

Increase the visibility of your job posting by using the Total Reach Recruitment Package to reach the entire Transport Topics community. Your print line or display ad in Transport Topics will also be seen on our online job board and weekly newsletter, TTjobs. Your online job board posting includes résumé search capability of industry professionals and a job agent service.

RECRUITERS: Total Reach Recruitment means your job posting also is seen on social media platforms.

Total Reach Package Includes:

PRINT

FLEET MAINTENANCE MANAGER, CANDIDATE: must have 3 years verifiable Supervisor/fleet maintenance exp. This position requires candidate to be hands on while working within a fast paced environment. Candidate must have strong average communication and computer skills while willing three to plus, collect and prioritize his work load. Manage, assign and oversee documented work performed while keeping a safe & enjoyable work environment. Waste management experience helpful but not required. Send resume to: makabaki@ttnews.com

Sample Line Ad

NEED TO HIRE A...

- ✓ Director of Safety?
- ✓ Director of Maintenance?
- ✓ Director of Logistics?
- ✓ Load Planner?

Place your job ad today and reach 100,000 freight transportation professionals.
Call: 800-524-6246
email: classifieds@ttnews.com

Sample Display Ad

ONLINE



Sample Online Ad

NEWSLETTER



Sample Newsletter Ad

EQUIPMENT

Transport Topics is the clear choice when you're looking for buyers, whether you're selling one truck or a fleet. Reach motivated buyers with purchasing authority. The Total Reach Equipment Package gives your equipment visibility in print, online and e-mail. Your online ad lets you showcase your equipment with several photos.

Total Reach Package Includes:

PRINT



(750) 1888-0000 WABASH DURAPLATES
53'x102", air and spring axle available,
also, roof, wing doors. Available at multiple locations, quantity discounts. Call for pricing. Contact: Matt Johnson at 814-663-1870 or email mjohnson@wabash.com

Sample Line Ad w/Photo



(22) 2007 Great Dane
53' Refrigerated Trailers
Carrier Ultra XTC Units, SS Swing Doors, LP 22.5 Tires, A/R Susp, Aluminum Deckboard Floors.
Call Jon at
Wabash National • 214-923-1805

Sample Display Ad

ONLINE



Sample Online Ad w/Photos

NEWSLETTER



Sample Newsletter Ad

NOTE: Ads are not actual size.

Visit <http://careers.ttnews.com> to see the latest management jobs in freight transportation.

Transport Topics Directories

Every month, thousands of freight transportation executives turn to our specialty directories. The Transport Topics Directories are the most cost-effective way to promote your company's products or services.

MARKETPLACE

If you have a service or product to market to the trucking industry, you should advertise in the Marketplace section. Your print purchase includes a free classified posting on Transport Topics online. Ask your classified representative to help you plan your marketing strategy for maximum results.

Includes:

PRINT



KNOWLEDGE CT (N OF HARTFORD) Freight terminal, 10,500 SF w/50 doors, spacious semi-trucks facility. Available February 2012. 8075dmsny, 811.2500month NNN. Located 19 Depot Rd, N on I-84. Est. 65. 860.233.3266 or knawater@knowledgect.com

Sample Line Ad



Sample Premium Line Ad



Sample Display Ad

ONLINE



Sample Online Ad

NOTE: Ads are not actual size.



Directory Specifications & Rates

Freight Brokers & Logistics, Professional Services
Specifications: Ad size is 1.914" x 5.25"

AfterMarket, Technology
Specifications: Ad size is 3.25" x 3.25"

Rate (for all directories): \$585 each

Buy 3, get online **FREE** for a year.

Buy 5, get one **FREE**, plus online **FREE**.

Rates & Information

Classified Display Rates

Frequency	1x	4x	7x	13x	18x	26x	39x	51x
Cost PCI	\$178	\$165	\$146	\$140	\$128	\$121	\$104	\$98

Minimum 2-inch purchase required.

Classified Line Rates

Recruitment Line	\$17.50 per line, 10-line minimum.
Classified Line	\$18 per line, 6-line minimum.
Premium Line	\$250 per 1-column by 1-inch insertion.

Line ad photo charge: \$50

Line ad color charge: \$50

Display Sizes:

	width
1 Column	1.914"
2 Column	4.015"
3 Column	6.125"
4 Column	8.218"
5 Column	10.262"

Minimum Size: **1 Column** 2"

Maximum Size: **5 Column** 12.75"

Full Page Ads: 14"

General Information

Publishing and Closing Dates

Published weekly: Issued Monday.

Deadline: Display ads — 3:30 p.m. (ET) Tuesday preceding Monday publication.

Line ads — 4 p.m. (ET) Tuesday preceding Monday publication.

Terms and Conditions

- Visa, MasterCard, American Express accepted.
- Advertising is prepaid unless credit has been established.
- Ads cannot be canceled or revised after 4 p.m. (ET) Tuesday preceding Monday publication.
- Discounts for frequency and combination apply to display ads only.
- Adjustments to earned rate will be made when appropriate.
- Special position requests cannot be guaranteed.
- TT box number charges: \$25 per insertion.
- One-time production fee per logos/photos: \$65.
- Agency commissions: 15% for display space and color to recognized advertising agencies providing camera-ready materials.

TOTAL REACH Recruitment Packages

Line ad bundle as low as \$290.

Display ad bundle as low as \$505.

TOTAL REACH Equipment Packages

Line ad bundle as low as \$185.

Display ad bundle as low as \$425.

Ask your representative for full details.

Display Advertising in Color

Display color charges AAAA — (red, green, blue and yellow) and 4-color process:
All display sizes are \$100 per insertion.

PMS (matched color): call for rate.

Note: *Color ads e-mailed in CMYK format. RGB colors will be converted. If PMS color is not clearly specified, it will be converted to CMYK.*

Create Your Classified Line Ad
Using Our Secure Site

www.ttnews.com/lineads

Photo option available for
Equipment and Real Estate.
Background color options available.

Classified Advertising Sales Staff

Carolyn Boyd
Multimedia Sales Manager
(703) 838-1753
e-mail: cboyd@ttnews.com

Erin Rodgers
Multimedia Traffic Manager
(703) 838-1729
e-mail: erodgers@ttnews.com

To place an ad:
call: 800-524-6246
fax: 800-232-6150
e-mail: classifieds@ttnews.com

Mail camera-ready material to:
TRANSPORT TOPICS
Attn: Classified Department
950 North Glebe Road, Suite 210
Arlington, VA 22203