

GENERAL ADVERTISING INFORMATION FOR 2010

Scroll down for rates.

Metrics

- Our audience is owners, CEO's, presidents, general mgrs & operations mgrs.
- We have over 50,000 unique registrants.
- The site earns over 240,000 impressions/mo.

Material Specifications

E-NEWSLETTER AD SPECS:

- Headline or title: 50-characters including spaces
- Main body: 300-characters including spaces
- Closing statement: 50-characters including spaces (please include your website's URL)
- Company logo: Static GIF or JPG; 100 x 100 pixels, 7K max weight (no animation accepted)

Questions? Contact
cgorrell@trucking.org

WEBSITE BANNER AD SPECS:

- 300 x 240 pixels, 40K max weight
- 468 x 60 pixels, 25K max weight
- 120 x 240 pixels, 25K max weight
- GIF, JPG and Flash accepted

If using Flash, create a button in your Flash creative and assign it an onrelease action by copying and pasting the following ActionScript code *exactly* as it appears:

Flash 4, 5, 6, and 7:

```
on (release) {  
    if (clickTAG.substr(0,5) == "http:") {  
        getURL(clickTAG, "_blank");  
    }  
}
```

Flash 8 and 9:

```
on (release) {  
    if (_root.clickTAG.substr(0,5) == "http:") {  
        getURL(_root.clickTAG, "_blank");  
    }  
}
```

SPONSOR'S MESSAGE E-MAIL BLAST:

- Max of 600 pixels wide, unlimited length and weight

General Advertising Policies

FREQUENCY: Frequency level applies for 12 months from date of first insertion. Frequency discounts are only per the published rate card.

CANCELLATIONS: Advertiser or agency may cancel the insertion order without penalty by providing written notice to TTPG at least 30 days prior to first insertion date. Cancellations are not accepted within 30 days of insertion date.

SHORT RATES: 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.

CREDITS: 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.

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: When ad copy is not received by closing date, ad copy run in previous issue will be inserted. The publisher assumes no liability if, for any reason, it becomes necessary to omit an ad.

COMMISSION: There will be 15% commission on banners to recognized advertising agencies when account is paid within 15 days of invoice date.

Responsibilities

Advertiser and advertising agency assume liability for all content (including text, representation and illustrations) of advertisements published 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.

Issuance and Closing Dates

TTNews.com and LMTruck.com are updated daily. E-newsletters are distributed weekly. Space reservations are due 30 days prior to the first insertion date. Ad materials are due 7 days prior to insertion date. If material is delayed beyond the material due date, copy that appeared in preceding insertion will be used.

2010 ONLINE RATES

There was no rate increase from 2009 to 2010.

E-Newsletter Advertising (sold in month-long increments but the weeks can be spread out over time)

Questions? Contact cgorrell@trucking.org

Placement (sold in month-long increments but the weeks can be spread out over time)	Number of issues/mo.	Impressions earned/mo.	When you buy one month (1X)	When you buy three mos. (3X)	When you buy six mos. (6X)	When you buy 12 mos. (12X)
<i>Express</i> daily e-newsletter "Text Ad #1 w/logo"	20	490,000	\$3,995 net/mo.	\$3,715 net/mo.	\$3,516 net/mo.	\$3,396 net/mo.
<i>Express</i> daily e-newsletter "Text Ad #2 w/logo"	20	490,000	\$3,595 net/mo.	\$3,343 net/mo.	\$3,164 net/mo.	\$3,056 net/mo.
<i>Express</i> daily e-newsletter "Text Ad #3 w/logo"	20	490,000	\$3,395 net/mo.	\$3,157 net/mo.	\$2,988 net/mo.	\$2,886 net/mo.
<i>Logistics</i> weekly e-newsletter "Text Ad #1 w/logo"	4	76,000	\$1,325 net/mo.	\$1,232 net/mo.	\$1,166 net/mo.	\$1,126 net/mo.
<i>Logistics</i> weekly e-newsletter "Text Ad #2 w/logo"	4	76,000	\$1,175 net/mo.	\$1,093 net/mo.	\$1,034 net/mo.	\$ 999 net/mo.
<i>Technology</i> weekly e-newsletter "Text Ad #1 w/logo"	4	76,000	\$1,325 net/mo.	\$1,232 net/mo.	\$1,166 net/mo.	\$1,126 net/mo.
<i>Technology</i> weekly e-newsletter "Text Ad #2 w/logo"	4	76,000	\$1,175 net/mo.	\$1,093 net/mo.	\$1,034 net/mo.	\$ 999 net/mo.
<i>Light & Medium Truck</i> wkly e-nwsltr "Text Ad #1 w/logo"	4	96,000	\$1,450 net/mo.	\$1,349 net/mo.	\$1,276 net/mo.	\$1,233 net/mo.
<i>Light & Medium Truck</i> wkly e-nwsltr "Text Ad #2 w/logo"	4	96,000	\$1,250 net/mo.	\$1,163 net/mo.	\$1,100 net/mo.	\$1,063 net/mo.
<i>Government</i> weekly e-newsletter "Text Ad #1 w/logo"	4	56,000	\$1,100 net/mo.	\$1,023 net/mo.	\$968 net/mo.	\$935 net/mo.
<i>Government</i> weekly e-newsletter "Text Ad #2 w/logo"	4	56,000	\$ 950 net/mo.	\$ 884 net/mo.	\$836 net/mo.	\$808 net/mo.
<i>Equipment</i> weekly e-newsletter "Text Ad #1 w/logo"	4	76,000	\$1,325 net/mo.	\$1,232 net/mo.	\$1,166 net/mo.	\$1,126 net/mo.
<i>Equipment</i> weekly e-newsletter "Text Ad #2 w/logo"	4	76,000	\$1,175 net/mo.	\$1,093 net/mo.	\$1,034 net/mo.	\$ 999 net/mo.

Sponsor's Message E-Mail Blast (one e-mail blast sold per month)

Placement	Number of issues/mo.	Impressions earned/mo.	When you buy one blast (1X)	When you buy three blasts (3X)	When you buy six blasts (6X)	When you buy 12 blasts (12X)
<i>Sponsor's Message</i> once a month e-mail blast	1	50,000	\$5,000 net/blast	\$4,650 net/blast	\$4,400 net/blast	\$4,250 net/blast

Website Banner Advertising (sold in month-long increments; banners are 15% commissionable)

Placement (sold in month-long increments; banners are 15% commissionable)	Number of advertisers per placement	Impressions earned/mo.	When you buy one month (1X)	When you buy three mos. (3X)	When you buy six mos. (6X)	When you buy 12 mos. (12X)
TTNews.com "Homepage 300x240"	2	30,000	\$2,700 gross/mo.	\$2,511 gross/mo.	\$2,376 gross/mo.	\$2,295 gross/mo.
TTNews.com "Homepage 120x240 Slot #1"	2	30,000	\$1,500 gross/mo.	\$1,395 gross/mo.	\$1,320 gross/mo.	\$1,275 gross/mo.
TTNews.com "Homepage 120x240 Slot #2"	2	30,000	\$1,350 gross/mo.	\$1,256 gross/mo.	\$1,188 gross/mo.	\$1,148 gross/mo.
TTNews.com "Homepage 120x240 Slot #3"	2	30,000	\$1,050 gross/mo.	\$ 977 gross/mo.	\$ 924 gross/mo.	\$ 893 gross/mo.
TTNews.com "Homepage 120x240 Slot #4"	2	30,000	\$ 990 gross/mo.	\$ 921 gross/mo.	\$ 871 gross/mo.	\$ 842 gross/mo.
TTNews.com "News Pages 300x240"	2	50,000	\$3,000 gross/mo.	\$2,790 gross/mo.	\$2,640 gross/mo.	\$2,550 gross/mo.
TTNews.com "News Pages 468x60"	2	50,000	\$2,000 gross/mo.	\$1,860 gross/mo.	\$1,760 gross/mo.	\$1,700 gross/mo.
TTNews.com "News Pages 120x240 Slot #1"	2	50,000	\$1,500 gross/mo.	\$1,395 gross/mo.	\$1,320 gross/mo.	\$1,275 gross/mo.
TTNews.com "News Pages 120x240 Slot #2"	2	50,000	\$1,250 gross/mo.	\$1,163 gross/mo.	\$1,100 gross/mo.	\$1,063 gross/mo.
TTNews.com "News Pages 120x240 Slot #3"	2	50,000	\$1,100 gross/mo.	\$1,023 gross/mo.	\$ 968 gross/mo.	\$ 935 gross/mo.
LMTruck.com "300x240"	1	20,000	\$ 988 gross/mo.	\$ 919 gross/mo.	\$ 869 gross/mo.	\$ 840 gross/mo.
LMTruck.com "468x60"	1	20,000	\$ 750 gross/mo.	\$ 675 gross/mo.	\$ 660 gross/mo.	\$ 638 gross/mo.
LMTruck.com "120x240 Slot #1"	1	20,000	\$ 750 gross/mo.	\$ 675 gross/mo.	\$ 660 gross/mo.	\$ 638 gross/mo.
LMTruck.com "120x240 Slot #2"	1	20,000	\$ 650 gross/mo.	\$ 585 gross/mo.	\$ 572 gross/mo.	\$ 553 gross/mo.