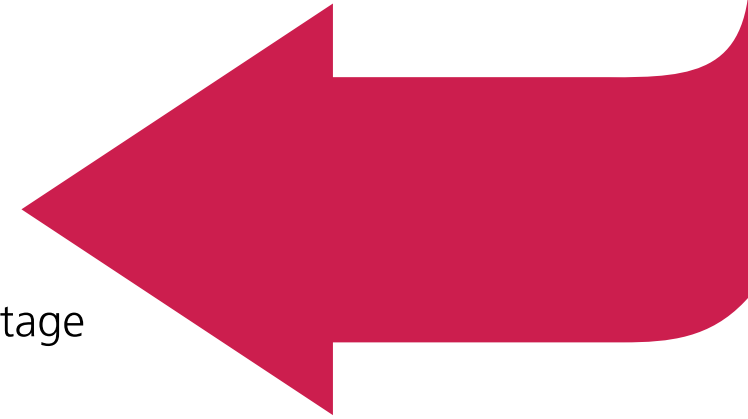


# Transport Topics

## 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