

Transport Topics Classified

Transport Topics Classified is the industry's leading classified section, consisting of three major parts: **Recruitment**, **Equipment** and **Marketplace**.

RECRUITMENT

Real Jobs, Real Candidates, Real Results

Employment opportunities introduces the Classified section. Transportation and logistics companies, manufacturing firms and service providers use TRANSPORT TOPICS to fill management, sales, agent and other job positions. Find quality applicants by placing your recruitment ad in our Classified pages and on CareerCenter. Among the types of positions listed: agents, brokers, managers, vice presidents, regional and account sales, recruiters, terminal/operations managers and owner-operators.

Online Bonus:

Place your print recruitment ad and receive a free 14-day job posting on Transport Topics CareerCenter. Discounts for longer posting times are available.

CareerCenter Search. Post. Apply.

Transportation's Online Management Employment Resource

Visit the online CareerCenter at <http://careers.ttnews.com> to post and manage jobs online, search resumes and have qualified resumes e-mailed to you.

EQUIPMENT

Real Buyers, Real Sellers, Real Results

The key to success is reaching the right prospects – motivated buyers with purchasing power. Transport Topics Classified delivers the right prospects. TRANSPORT TOPICS readers buy fleets of tractors and trailers, as well as parts and components. Whether you're selling just one truck, a dozen trailers or large multiple-unit fleets, Transport Topics Classified is the clear choice when you're looking for buyers. Advertisers can place line ads (photo is an optional addition) or display (bordered ads that can include a logo or photo).

Online Bonus:

Print purchase includes free classified posting on Transport Topics Online. Post your ad on the weekly Classified Alert Newsletter and reach 25,000 subscribers.

MARKETPLACE

Real Customers, Real Businesses, Real Results

If you have a service or a product to market to the trucking industry, you should advertise in the Marketplace section. Among the categories: Auction, Business Opportunities, Distribution/Warehouse, Finance, Logistics, Information Technology, Carriers Wanted and Carriers Available, Real Estate, Insurance and Training.

Online Bonus:

Print purchase includes free classified posting on Transport Topics Online. Post your ad on the weekly Classified Alert Newsletter and reach 25,000 subscribers.

Sample Advertisements

(see rates on back cover)

Line Ad

Basic text-only ad. Priced according to the number of lines in the ad. There is a minimum charge on line ads.

(40) **MATCHED SET 2001 T-2000**
 Kenworth. Cummins N-14's, 10 spd, 22.5
 tires, airride cab & suspension, Extra
 clean, superior maint. Priced to sell @ \$41,500
 each FOB Dallas, TX. Call John Doe, (800)
 555-9369 x-55.

Line Ad With Photograph

An upgraded version of the text-only line ad. A black and white photograph is added to the advertisement. Priced by the number of lines with an additional charge for the picture. (Only available in Equipment.)



(40) **MATCHED SET 2001 T-2000**
 Kenworth. Cummins N-14's, 10 spd, 22.5
 tires, airride cab & suspension, Extra
 clean, superior maint. Priced to sell @ \$41,500
 each FOB Dallas, TX. Call John
 Jones, (800) 555-9369 x-55.

Premium Line Ad

The premium line ad is formatted with a border measuring 1-column by 1-inch format. Background color can be added for additional \$50. Great value at \$172 per insertion. (Only available in Equipment and Marketplace categories.)

DETROIT, MI - Ample Cross Dock.
 Office Space; Repair Garages; Trailer/
 Auto Parking Available for Lease in
 Secure Well Located Industrial
 Complex. Prime Vacant Land Available
 for Build to Suit. 313-297-7788

****** TRUCKS ******
(10) 2000 FREIGHTLINERS. Excellent
 Condition. Low low prices, all most go!
 Buy 1, buy them all. More models avail-
 able. Call Me at: **800-800-8000.**

Display Ad

A boxed ad with text that can include a border, photos, a logo and color. A display ad can be several different heights and widths. These ads are priced according to the size of the ad; additional charges for add-ons may apply. Discounts are available depending on the number of ads that are placed. (Display ad with logo shown.)



TRANSPORTATION
 More

- ✓ Temperature Controlled LTL and Full Truckloads
- ✓ Nationwide Sample
- ✓ Fully Insured
- ✓ On-Time Goods
- ✓ Personalized Logistic Services

Good Service Always

Simpson TRANSPORT, INC.
 Tel: (800) 555-1234
 Fax: (555) 555-1234
 www.sample.com

With your classified print purchase, you can also run your ad in the TT Classified Alert e-Newsletter for only \$95 and reach more than 25,000 subscribers every Friday! (Only 4 slots available, first come, first served)

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.

Run three or more listings in a directory and receive a free online posting for a year. See directory listings at: www.ttnews.com/directories.



Directory Specifications & Rates

Freight Brokers & Logistics, Insurance & Finance

Specifications: Ad size is 1 7/8" x 5 1/2"

AfterMarket, Technology

Specifications: Ad size is 3 1/4" x 3 1/4"

Rate (for all directories): \$550 each

Buy 3, Get online FREE

Buy 5, Get one FREE, plus online FREE

Classified Rates & Information

Classified Rates

Frequency	1x	4x	7x	13x	18x	26x	39x	51x/+
Recruitment Display	\$192	\$166	\$148	\$142	\$134	\$130	\$118	\$111
Recruitment Line	Min \$170 for the first 10 lines, \$15 each additional line							
Marketplace Display	\$172	\$156	\$142	\$137	\$126	\$118	\$102	\$96
Marketplace Line	Min. \$105 for the first 6 lines, \$17 each additional line							
Equipment Display	\$172	\$156	\$142	\$137	\$126	\$118	\$102	\$96
Equipment Line	Min. \$105 for the first 6 lines, \$17 each additional line							
Premium Line	\$172 per insertion. Equipment and MarketPlace only.							
Line Photo Charge: \$48.								

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"

Advertising in Color

Display color charges AAAA – (red, green, blue and yellow) and 4-color process:

(8" and smaller) \$98, (9-15") \$205, (16-43") \$460, (44" or larger) \$720 per insertion.

PMS (matched color): call for rate.

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

Line ads in color are only an additional \$50 per insertion!

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.

Classified Advertising Sales Staff

Carolyn Cason

Manager

(703) 838-1753

e-mail: ccason@trucking.org

Victoria Tolins

Account Executive

(703) 838-1729

e-mail: vtolins@trucking.org

To place an ad:

call: (800) 524-6246

fax: (800) 232-6150

e-mail: classifieds@trucking.org

Mail camera-ready material to:

Transport Topics

Attn: Classified Department

950 North Glebe Road, Suite 210

Arlington, VA 22203