

# Bonus Advertising

## 12-Times Frequency, 2-Time Bonus Programs – Get 12, Pay for 10

TRANSPORT TOPICS offers several advertising programs that reward you with reduced rates and complementary pages based on the number of advertisements scheduled each year. The bonus programs are targeted to reach your customers in strategic industrial sectors and include editorial that is both useful and informative to those industries.

A 12-Times frequency program includes two free, comparable advertisements with the purchase of 10 advertisements. This program is targeted at four industry groupings: Equipment; Technology; Supply Chain/Logistics; and Senior Executive.

### Equipment

E&MU – Tires Aftermarket Update	Jan. 18
TMC Preview	Feb. 8
E&MU – Oil, Lubes, Fuel	March 22
Truck Dealer Finance Options	April 26
E&MU – Warehouse Equipment	May 17
Safety Equipment	June 14
E&MU – Petrochemical Market	July 5
Engines	Aug. 23
E&MU – Tire Disposal	Sept. 20
ATA Show Preview	Oct. 4
E&MU – DPF Maintenance	Nov. 8
Tire Replacement Tips	Dec. 6

### Technology

AVL Update	Jan. 11
iTECH – Dispatch Software	Feb. 15
Traffic Management	March 15
iTECH – Maintenance Software	April 12
Driver Communication Tools	May 24
iTECH – Safety Equipment Update	June 14
Finding a Load	July 12
iTECH – IT Apps, In-Cab Integration	Aug. 8
Supply Chain Tech Update	Sept. 27
iTECH – CTO Profile	Oct. 11
Cross-Border Trade	Nov. 22
iTECH – Asset Tracking	Dec. 13

### Supply Chain/Logistics

Year in Preview	Jan. 4
Logistics Education	Feb. 22
Traffic Management	March 15
Brokers, Freight Forwarders	April 5
Warehouse Equipment	May 17
Intermodal Update	June 7
DC Best Practices	July 26
Cargo Security	Aug. 30
Supply Chain Tech Update	Sept. 27
iTECH – CTO Profile	Oct. 11
TT Logistics 50	Nov. 15
Year in Review	Dec. 20

### Senior Executive

Year in Preview	Jan. 4
Credit Market Update	Feb. 1
Tires Outsourcing	March 1
Fuel Surcharges	April 19
People in Trucking	May 31
Medium-Duty Vehicle Update	June 21
TT 100 For-Hire Carriers	July 19
TT 100 Private Carriers	Aug. 23
People in Trucking	Sept. 13
ATA Show Preview	Oct. 4
Trailer Manufacturers	Nov. 1
Year in Review	Dec. 20



## Six-Times Frequency – One-Time Bonus Program – Get 6, pay for 5.

This advertising bonus program targets five industry groupings: Oil, Lubricants and Fuels; Tires; Trailers; Finance and Insurance; and Show Issues.

### Oil, Lubricants and Fuels

DEF at Truck Stops .....	Jan. 25
E&MU – Oil, Lubes and Fuel .....	March 22
Fuel Surcharges .....	April 19
E&MU – Petrochemical Market .....	July 5
Alternative Fuel Vehicles .....	Sept. 6
DPF Maintenance .....	Nov. 8

### Tires

Tires – Aftermarket Update .....	Jan. 18
Tires Outsourcing .....	March 1
Tires, Domestic vs. Foreign .....	May 3
Petrochemical Market .....	July 5
E&MU – Tire Disposal .....	Sept. 20
Tire Replacement Tips .....	Dec. 6

### Industry Events

HD Aftermarket Week .....	Jan. 18
ATA TMC .....	Feb. 8
Truckload Carriers Association .....	March 1

### Trailers

AVL Update .....	Jan. 11
Trailers Ins & Outs .....	March 8
Bulk Trailers .....	May 10
Truck / Trailer Ratios .....	July 19
Trailer Manufacturers .....	Nov. 1
iTECH – Asset Tracking .....	Dec. 13

### Finance and Insurance

Credit Market Update .....	Feb. 1
Insurance Update .....	March 29
Truck Dealer Finance Options .....	April 26
Mid-Year Stock, Finance Review .....	June 28
Cargo Security .....	Aug. 30
Tort Reform .....	Nov. 29

Mid-America Trucking Show .....	March 22
American Truck Dealers .....	April 26
ATA National Truck Driving Championships .....	Aug. 2

## Additional Bonus Programs

### ATA Convention Bonus Package – Get 3, pay for 2

The annual American Trucking Associations Management Conference & Exhibition (MC&E) attracts key industry executives and CEOs from virtually all major fleets in the country. TRANSPORT TOPICS is available to all attendees and exhibitors.

ATA Convention Preview .....	Oct. 4
ATA Show Issue .....	Oct. 18
ATA Show Coverage .....	Oct. 25

### Step-Up Frequency Programs

Increase your annual contract frequency to the Next Frequency Break and receive one (1) additional no-charge bonus ad, same size/color. Increase your annual contract frequency by two (2) levels and receive two additional FREE bonus ads in the same size and color.

### The New Advertiser Program

Any new display advertiser running four or more ads in 2010 earns one bonus insertion. A bonus ad must be of the same size and color. A new advertiser is one who has not advertised during the previous 12 months.

### Combination Discounts

Advertising in more than one of Transport Topics Publishing Group's print and/or online products enables advertisers to combine insertions and gain greater frequency, thereby lowering their rates in each medium. Contact your sales manager for details.

*Note: Advertisers may participate in more than one bonus program. However, individual qualifying issues that overlap programs can count toward only one bonus package. Only paid advertisements count toward cumulative frequency. If the contracted amount of advertising is not fulfilled, bonus ads will be billed at the advertiser's earned rate.*