

TRANSPORT TOPICS 2010 ONLINE RATES									
Contact: Christopher Heller 703-838-1938 or cheller@trucking.org									
<b>WEB Banners - 2 Slots for Each Position</b>									
<b>Monthly Impressions</b>	<b>2 Rotations Slots HOME</b>	<b>Net CPM 1X Freq.</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	
33000	TTNews Homepage - V Banner 1	50	\$ 1,650	\$ 1,568	\$ 1,485	\$ 1,403	\$ 1,320	\$ 1,238	
33000	TTNews Homepage - V Banner 2	45	\$ 1,485	\$ 1,411	\$ 1,337	\$ 1,262	\$ 1,188	\$ 1,114	
33000	TTNews Homepage - V Banner 3	35	\$ 1,155	\$ 1,097	\$ 1,040	\$ 982	\$ 924	\$ 866	
33000	TTNews Homepage - V Banner 4	33	\$ 1,089	\$ 1,035	\$ 980	\$ 926	\$ 871	\$ 817	
<b>STORY</b>									
52,000	TTNews News Pages - H Banner	40	\$ 2,080	\$ 1,976	\$ 1,872	\$ 1,768	\$ 1,664	\$ 1,560	
52,000	TTNews News Pages - V Banner 1	30	\$ 1,560	\$ 1,482	\$ 1,404	\$ 1,326	\$ 1,248	\$ 1,170	
52,000	TTNews News Pages - V Banner 2	25	\$ 1,300	\$ 1,235	\$ 1,170	\$ 1,105	\$ 1,040	\$ 975	
52,000	TTNews News Pages - V Banner 3	22	\$ 1,144	\$ 1,087	\$ 1,030	\$ 972	\$ 915	\$ 858	
33,000	TTNews Home Center 300x240 Large	90	\$ 2,970	\$ 2,822	\$ 2,673	\$ 2,525	\$ 2,376	\$ 2,228	
52,000	TTNews Story Center 300x240 Large	60	\$ 3,120	\$ 2,964	\$ 2,808	\$ 2,652	\$ 2,496	\$ 2,340	
33,000	TTNews Home Center 336x280 x-Large	100	\$ 3,300	\$ 3,135	\$ 2,970	\$ 2,805	\$ 2,640	\$ 2,475	
52,000	TTNews Story Center 336x280 x-Large	70	\$ 3,640	\$ 3,458	\$ 3,276	\$ 3,094	\$ 2,912	\$ 2,730	
<b>Newsletters</b>									
<b>Monthly (20 issues) 5 per week</b>			<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	
24,500	TTNews Express Ad #1 w/logo		\$ 3,995	\$ 3,795	\$ 3,596	\$ 3,396	\$ 3,196	\$ 2,996	
	TTNews Express Ad #2 w/logo		\$ 3,595	\$ 3,415	\$ 3,236	\$ 3,056	\$ 2,876	\$ 2,696	
	TTNews Express Ad #3 w/logo		\$ 3,395	\$ 3,225	\$ 3,056	\$ 2,886	\$ 2,716	\$ 2,546	
<b>Monthly 4 weekly issues</b>			<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	
20000	Technology Ad #1 w/logo		\$ 1,395	\$ 1,325	\$ 1,256	\$ 1,186	\$ 1,116	\$ 1,046	
	Technology Ad #2 w/logo		\$ 1,225	\$ 1,164	\$ 1,103	\$ 1,041	\$ 980	\$ 919	
20000	Logistics Ad #1 w/logo		\$ 1,395	\$ 1,325	\$ 1,256	\$ 1,186	\$ 1,116	\$ 1,046	
	Logistics Ad# 2 w/logo		\$ 1,225	\$ 1,164	\$ 1,103	\$ 1,041	\$ 980	\$ 919	
20000	Equipment Ad#1 w/logo		\$ 1,395	\$ 1,325	\$ 1,256	\$ 1,186	\$ 1,116	\$ 1,046	
	Equipment Ad#2 w/logo		\$ 1,225	\$ 1,164	\$ 1,103	\$ 1,041	\$ 980	\$ 919	
14500	Government Ad#1 w/logo		\$ 1,150	\$ 1,093	\$ 1,035	\$ 978	\$ 920	\$ 863	
	Government Ad#2 w/logo		\$ 1,000	\$ 950	\$ 900	\$ 850	\$ 800	\$ 750	
<b>Curtain Ad (1 week, 7 days)</b>									
			<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	
15,000	Home Page (640x480)		2500	\$ 2,375	\$ 2,250	\$ 2,125	\$ 2,000	\$ 1,875	
35,000	Home and Story (run of site) 640x480		5500	\$ 5,225	\$ 4,950	\$ 4,675	\$ 4,400	\$ 4,125	
Full page interstitial. Digital Weight 60 initial, 100k total max. 15s max time									
<b>Sponsor Message</b> (Exclusive E-mail to TT Print/Online/Newsletter and ATA audiences)									
			<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	
55,000	Sponsor's Message		\$ 6,500	\$ 6,175	\$ 5,850	\$ 5,525	\$ 5,200	\$ 4,875	
<b>LIGHT &amp; MEDIUM DUTY</b>									
<b>Banners</b>			<b>1X</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>	
	Slot 1		\$ 750	\$ 713	\$ 675	\$ 638	\$ 600	\$ 563	
	Slot 2		\$ 650	\$ 618	\$ 585	\$ 553	\$ 520	\$ 488	
	Horizontal Banner 468x60		\$ 750	\$ 713	\$ 675	\$ 638	\$ 600	\$ 563	
	300x240 Banner		\$ 988	\$ 939	\$ 889	\$ 840	\$ 790	\$ 741	
<b>Newsletter</b>									
24,000	LMT Report Ad#1		\$ 1,450	\$ 1,378	\$ 1,305	\$ 1,233	\$ 1,160	\$ 1,088	
	LMT Report Ad#2		\$ 1,250	\$ 1,188	\$ 1,125	\$ 1,063	\$ 1,000	\$ 938	