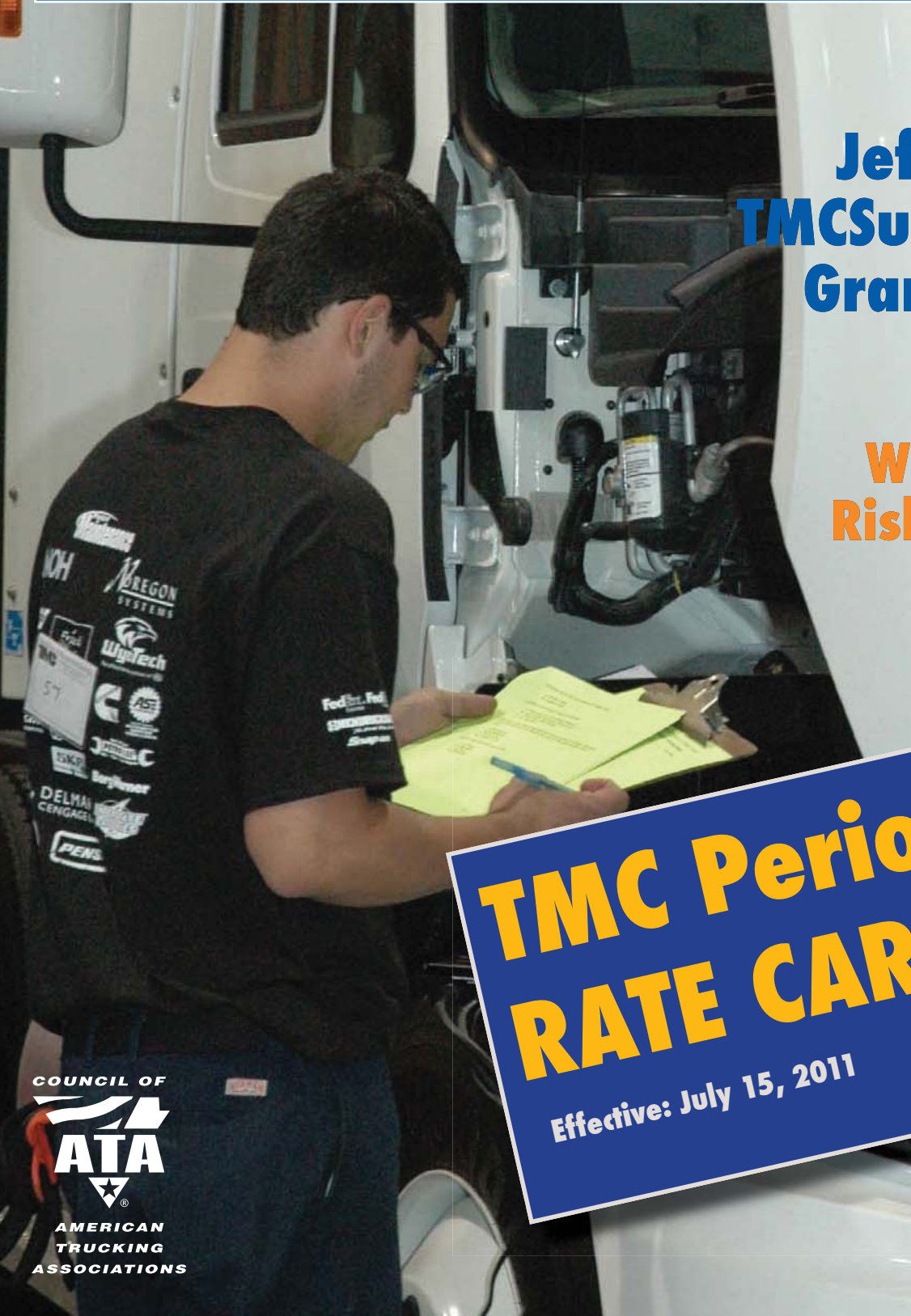


# Fleet Maintenance & Technology



The Technology & Maintenance Council of American Trucking Associations



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*TMC's Exhibition Directory & Industry Reference Guide . . .*  
*. . . Keep your product message going strong all year long!*

# TMC Periodicals RATE CARD: 2012

Effective: July 15, 2011





# TMC Transportation Technology Exhibition Directory & Industry Reference Guide

**T**MC's *Transportation Technology Exhibition Directory & Industry Reference Guide* is not only essential to navigate the Technology & Maintenance Council's annual Transportation Technology Exhibition, but it's also a valuable industry reference tool that lasts throughout year. Your product message will be available to customers through the year as TMC members consult the Reference Guide for industry and government resources. Advertisements, by exhibitors and non-exhibitors alike, are inserted with exhibit information in the front of the perfect-bound volume. Exhibit information includes, details, schedules and floor plans for the exhibit as well as booth information, product descriptions, addresses and phone numbers of exhibitors.

## Advertising Rates

Position/Size	Width/Depth (inches)	Exhibitor Rate	Non-Exhibitor Rate
Back Cover (4C)	8.5X11	\$4,200	N/A
Inside front cover (4C)	8.5X11	3,800	N/A
Inside back cover (4C)	8.5X11	3,600	N/A
Full page	8.5X11	2,600*	\$2,900*
Half page (horizontal)	7X5	1,700*	2,000*
Half page (vertical)	3-3/8X10	1,700*	2,000*

**\*Additional Charges for color:**  
 4-Color Process — \$600 additional  
 Matching PMS-Color — \$500 additional

**T**he reference section includes American Trucking Associations key staff and staff specialists and an industry calendar of events. Government agency contacts include: Department of Transportation, Federal Highway Administration, National Highway Traffic Safety Administration, the Department of Labor and its Occupational Safety and Health Administration, the Environmental Protection Agency, and state hazardous and solid waste agencies.

Also included are state operating profiles that detail taxes, size and weight limits, fuel taxes, state credentials, and contracts, as well as contacts and addresses for state trucking associations and maintenance councils. Safety information includes state contacts for the Motor Carrier Safety Assistance Program (MCSAP), the Commercial Vehicle Safety Alliance (CSVA) state contacts, as well as schools certified with the Profession Truck Driver Institute of America and state commercial driver's license offices.

Of special interest to TMC members is the 18-page Guide to TMC Recommended Practices.



# Fleet Maintenance & Technology **TMC**

The Technology & Maintenance Council of American Trucking Associations

**Fleet Maintenance & Technology** is a member benefit of the Technology & Maintenance Council of American Trucking Associations. It is read by an audience of dedicated professionals. TMC's membership represents fleet maintenance and operations, dealerships, technicians, owner-operators, vehicle makers, and parts suppliers, educators, government regulators, and industry press — active in the TMC Study Groups and Task Forces that help influence and create vehicle improvements and TMC Recommended Practices beneficial to vehicle operations around the globe.

**Fleet Maintenance & Technology** provides the opportunity to deliver your advertising message to decisionmakers that purchase equipment, technology and services for truckload and less-than-truckload carriers, private fleets, and government and utility fleets.

**Focus Your Message.** TMC members are decisionmakers. Get your message to them in the next issue of **Fleet Maintenance & Technology**.

Contact: Marsh Galloway, TMC Information Manager, 913-498-2162; e-mail [mgalloway@trucking.org](mailto:mgalloway@trucking.org)

Position	Advertising Rates		
	Size (inches)	4-Color	B&W
Back cover	8.5X11	3,200	3,200
Inside front cover	8.5X11	2,900	2,900
Inside back cover	8.5X11	2,900	2,900
Full page	8.5X11	2,700	2,250
Half page	7X5	1,500	1,250

# Materials Requirements & Specifications

## Deadlines for Insertion Orders and Materials

*2012 TMC Transportation Technology Exhibition Directory & Industry Reference Guide*

**Insertion Orders:** Dec. 16, 2011.

**Materials:** Jan. 6, 2012.

## *2012 Fleet Maintenance & Technology*

Issue	Insertion Orders	Materials
Winter 2012	Nov. 15, 2011	Dec. 15, 2011
Spring 2012	Feb. 15, 2012	Mar. 15, 2012
Summer 2012	May 15, 2012	June 15, 2012
Fall 2012	Aug. 15, 2012	Sept. 14, 2012
Winter 2013	Nov. 15, 2012	Dec. 14, 2012

## Art and Photography Services

TMC does not provide art and photography services. Advertisers requiring original photography, artistic renderings or sketches, or special affects, should use an agency or art/photography service to assure these effects meet your requirements.

## Copy Changes

TMC cannot strip-in new type or change copy on existing art.

## Trim size is 8.5x11 inches; Bleed size is 8.75x11.5 inches

Keep all illustrations or copy critical to your advertisement at least 1/2 inch from trim and gutter.

## Material Requirements

PDF or JPEG files accepted. Submit on CD or provide instructions for FTP download.

## Advertising payment

*Transportation Technology Exhibition Directory & Exhibition Directory & Industry Reference Guide*

**Payment in advance. No Exceptions.**

## *Fleet Maintenance & Technology*

TMC-member companies or representatives may be invoiced; Nonmembers, payment in advance.

## Commissions/Discounts

TMC allows the standard 15% commission to recognized agencies.



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