

**ADVERTISING RATES FOR 2010**

# **PENN TRUX**

THE VOICE OF THE TRUCKING INDUSTRY IN PENNSYLVANIA

# PENN TRUX

*was developed to inform and promote the common business interests of persons engaged in the motor transportation industry and is dedicated to effectively representing the concerns of the trucking industry to members, government and regulatory agencies and the general public. PMTA is further pledged to assist member companies in managing the impact of change in the trucking industry and to enhance the professional and economic growth of its members.*



## MARKET AND EDITORIAL FOCUS

According to a 2008 report titled, “Economic and Transportation Impact of Warehousing on Rural Pennsylvania” developed by The Center for Rural Pennsylvania, Pennsylvania employs a higher proportion of its total workforce than the expected national average in three transportation-related service industries. Nationally, Pennsylvania ranks second in employment in warehousing, sixth in employment in trucking, and fifth in employment in logistics services.

Pennsylvania trucking delivers . . . **purchasing power**. Trucking is the fourth largest employer in Pennsylvania. In 2007/2008, trucking services in Pennsylvania accounted for more than \$24.4 billion in direct output and more than \$16.3 billion in direct wages and proprietary income. The Pennsylvania trucking industry employed nearly 400,000 individuals, accounting for nearly 7% of the commonwealth’s workforce.

Pennsylvania trucking delivers . . . **economic impact**. Eighty-six percent of the communities in our state get all of their goods and supplies via trucks. Eighty percent of America’s population is within a two day’s driving distance from central Pennsylvania. Truck traffic through central Pennsylvania carries goods that account for about one-twelfth of the country’s \$12.5 trillion gross domestic product.

Pennsylvania trucking delivers . . . **results**. If you want to reach decision-makers who control the flow of goods and services to the majority of the U.S. population, and whose industry purchasing influence drives the Pennsylvania economy, you need to advertise in PennTrux magazine.

### FEATURE ARTICLES

Feature articles focus on technical topics offering timely information and varying insights on methods and trends in the industry. Written by industry professionals, our technical feature articles cover a wide variety of perspectives so you can get all sides of the story.

### ASSOCIATION NEWS

The pulse of the association beats here! Find out about who’s doing what, company mergers, promotions, grand openings and the headline news of PMTA members.

### BUSINESS NOTES

This section offers business topics and helpful hints for truck and fleet owners and managers, drivers and trades members. Topics cover a wide range of areas, including legal advice, marketing tips, insurance information, safety and training notes, consulting updates, equipment reviews and general interest.

To place an ad, or for more information contact

Terri Meade at 570-640-0839 or [advertising@pmta.org](mailto:advertising@pmta.org).

## AUDIENCE PROFILE/CIRCULATION

### PENNTRUX READERS INCLUDE

- Truck fleet owners and executives, purchasing agents, key staff and owner-operators
- Warehousing and logistics management professionals
- Multi-state trucking association management teams
- Executives in industries allied or associated with trucking (i.e. investment banking, financial institutions, insurance companies, communications firms, consulting firms, etc.)
- State and federal government leaders including: Pennsylvania state legislators, federal elected officials, key government agency heads, local government officials, state and local Chambers of Commerce & Industry, Economic Development entities
- Drivers, maintenance managers and transportation-related staff through pass-along readership, and potential members through complimentary circulation

### SUBSCRIBER INDUSTRY SEGMENTS

- InterModal/Express Freight/Shipping
- Fleet Sales & Leasing
- Towing
- Warehousing & Distribution
- Waste & Recycling
- Trucking & Transportation
- Chemicals & Allied Gases
- Fuels
- Paving/Excavating
- Arbor/Landscape Management
- Retail Stores
- Truck Manufacturing
- Truck Parts Manufacturing
- Transportation Equipment & Supplies
- Storage & Transfer
- Logistics
- Property Management
- Consulting
- Food Processing
- Water & Utilities
- Communications
- Metals
- Lumber
- Food & Beverage
- Printing
- Professional Services
- Insurance & Benefits
- Construction & Building Products & Services
- Environmental
- Service & Inspections

### TOP PRODUCTS AND SERVICES PENNTRUX

#### READERS PLAN TO PURCHASE IN THE NEXT 12 MO.

- Fuel Programs
- Insurance & Benefits
- Trucks, Parts & Equipment
- Safety
- Lab & Testing
- Supplies
- Financial & Investment
- Software
- Communications
- Training & Consulting
- Site Development

# 2,500

MONTHLY CIRCULATION

# 8,000

TOTAL READERSHIP...  
PENNTRUX READERS  
SHARE THEIR COPIES  
WITH OTHERS IN THE  
OFFICE, INCLUDING  
MANAGEMENT LEVEL  
AND DRIVERS.



## 2010 EDITORIAL CALENDAR

## PUBLICATION DEADLINES

### MARCH

- Social Media and the Trucking Executive
  - The State of Pennsylvania Roadways

Ad Reservations: February 1, 2010  
Ad Materials Due: February 15, 2010

### APRIL

- Annual Management Conference
- Looking for Signs of Transportation's Recovery

Ad Reservations: March 1, 2010  
Ad Materials Due: March 15, 2010

### MAY

- How Your Legislators Vote on the Rules of Our Roads
  - Industry Trends in Trucking & Transportation

Ad Reservations: April 1, 2010  
Ad Materials Due: April 15, 2010

### JUNE

- Keeping An Eye on New Products & Equipment
- How PA's Economic Development Efforts Affect You

Ad Reservations: May 1, 2010  
Ad Materials Due: May 15, 2010

### JULY

- Pa. Truck Driving Championships
- Stretching Your Dollars with Fuel & Supply Programs

Ad Reservations: June 1, 2010  
Ad Materials Due: June 15, 2010

### AUGUST

- Roadway Safety...How Safe is Safe
- Consulting Services and Their Return on Your Investments

Ad Reservations: July 1, 2010  
Ad Materials Due: July 15, 2010

### SEPTEMBER

- National Truck Driving Championships
- Tax Planning Tips for Your Year-end Strategies

Ad Reservations: August 1, 2010  
Ad Materials Due: August 15, 2010

### OCTOBER

- Smart Choices for Insurance & Benefits Packages
- Security & Tracking Insights for the Trucking Industry

Ad Reservations: September 1, 2010  
Ad Materials Due: September 15, 2010

### NOVEMBER

- The Ins and Outs to Minimizing Your Transportation Costs
  - Long-Haul and Short-Haul Forecasting

Ad Reservations: October 1, 2010  
Ad Materials Due: October 15, 2010

### DECEMBER

- The Laws that Affect Your Future Profitability
- Delivering the Goods to the Markets We Serve

Ad Reservations: November 1, 2010  
Ad Materials Due: November 15, 2010

#### MONTHLY/QUARTERLY FEATURES

Member Profiles  
Equipment/New Product Review  
Safety & Training New  
Management Tips  
Legislative Update  
Technology News  
Environmental Update  
Welcome New Members  
Milepost Announcements  
President's Prize  
Chairman's Message  
PMTA Calendar

#### NATIONAL ACCOUNT MANAGER:

TERRY MEADE

PHONE: 570-640-0839

FAX: 610-685-0916

ADVERTISING@PMTA.ORG

117 PHILADELPHIA AVENUE  
SHILLINGTON, PA 19607

## SPECIFICATIONS

### BLEEDS

Bleeds for full page ads only. There are no additional charges for bleeds.

### GUARANTEED POSITIONS

Add 25% to ad rates to guarantee position. Space and availability are limited.

### CIRCULATION

PMTA PennTrux is published monthly and is distributed to over 2,500 industry professionals, legislators, and business executives.

### DIGITAL FILE GUIDELINES

- All fonts embedded or included with native files
- All art must be CMYK, press ready
- Accepted files: High Res-PDF (preferred), InDesign, TIFF, EPS, JPEG
- All fonts and graphics packaged with native files
- High res artwork (300 dpi pics, 133 line screen)

### COMMISSION

Commission for advertising agencies is not an PMTA policy. Agencies should seek fees directly from the advertiser.

### PAYMENT INFORMATION

All payments must be made "in advance of or upon delivery of goods or services." In order to ensure this, Niemczyk Hoffmann obtains credit card information from each advertiser. If there are outstanding invoices for prior issues, companies will not be allowed to continue advertising.

### CANCELLATION POLICY

Cancellations must be made in writing and are not accepted after space reservation deadlines.

## ADDITIONAL ADVERTISING OPPORTUNITIES

Reach the influential Pennsylvania trucking market with increased exposure. PennTrux magazine provides additional advertising options with unique exposure opportunities that may include advertising supplements, stitched inserts, cover wraps, bellybands, stitched postcard inserts, and polybag promotions. Contact Terry Meade, National Advertising Manager, at 570-640-0839 or Advertising@pmta.org for pricing.

Web Banner advertising opportunities are also available. Contact Terry Meade or visit the website, pmta.org/bannerads for pricing.

## 2010 NET ADVERTISING RATES

	1X	3X	6X	12X
Full Page	\$1250	\$1125	\$1000	\$900
1/2 Page Island	\$850	\$800	\$750	\$650
1/2 Page (H or V)	\$700	\$650	\$600	\$525
1/4 Page	\$450	\$425	\$400	\$350
Marketplace	\$250	-	-	-
Two Page Spread	\$2000	\$1900	\$1800	\$1700
Inside Front Cover	\$1450	\$1325	-	-
Page 1 (Opposite Front Cover)	\$1450	\$1325	-	-
Inside Back Cover	\$1350	\$1225	-	-
Back Cover	\$1550	\$1425	-	-

### MAILING INSTRUCTIONS FOR MATERIALS:

MEGAN ZETTLEMOYER

NIEMCZYK HOFFMANN GROUP, INC.

117 PHILADELPHIA AVENUE

SHILLINGTON, PA 19607

WEBSITE: PMTA.ORG

PHONE: 610-685-0914

FAX: 610-685-0916

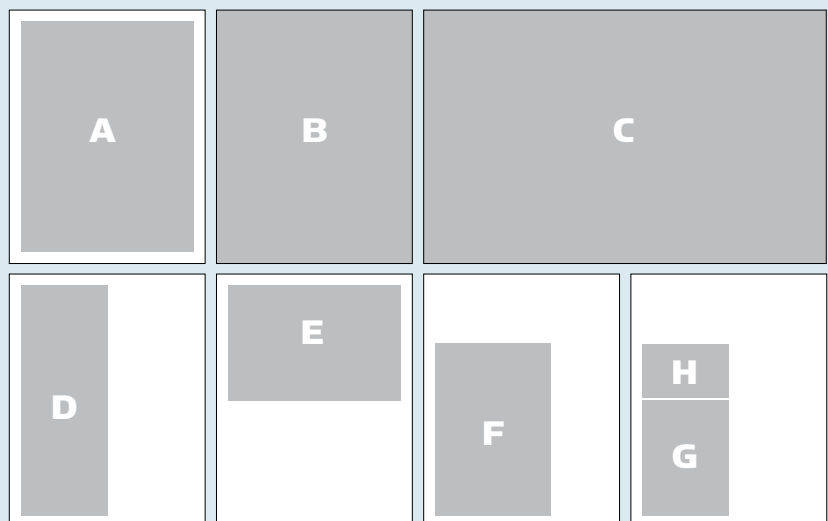
EMAIL: PRODUCTION@PMTA.ORG

All advertising rates listed net. No cash discounts. If contract is canceled before contract completion, the advertiser will be billed the difference between the contracted rate and the single insertion rate. The editor reserves the right to accept/reject all ads and to position advertising at the publisher's discretion.

To place an ad, or for more information contact Terry Meade at 570-640-0839, or advertising@pmta.org.

## MECHANICAL REQUIREMENTS

- A. Full Page . . . . . 7.5 x 10
- B. Full Page Bleed . . . . . 8.625 x 11.25  
(trim size is 8.5x11)
- C. Two Page Spread . . . . . 17.25 x 11.25
- D. 1/2 Page Vertical . . . . . 3.625 x 10
- E. 1/2 Page Horizontal . . . . . 7.5 x 4.9375
- F. 1/2 Page Island . . . . . 4.9375 x 7.5
- G. 1/4 Page . . . . . 3.625 x 4.9375
- H. Marketplace . . . . . 3.4437 x 2.2156



# INSERTION ORDER FORM

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1/4 Page	\$450	\$425	\$400	\$350
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Page 1 (Opposite Front Cover)	\$1450	\$1325	-	-
Inside Back Cover	\$1350	\$1225	-	-
Back Cover	\$1550	\$1425	-	-

## PUBLICATION DEADLINES

- Publication Date is the first day of listed Publication Month.
- Ad Reservations due by the 1st of the month, 30 days prior to Publication Date.
- Ad Materials due by the 15th of the month, 15 days prior to Publication Date.

**Payment Policy:** Advertisers & advertising agencies are jointly responsible for payment of all insertions. Publisher will invoice the agency or advertiser after the publication has been mailed to the membership. Publisher will provide one tearsheet as proof of insertion. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication.

I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

## SPECIFICATIONS

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- All art must be CMYK, press ready
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- All fonts and graphics packaged with native files
- High res artwork (300 dpi pics, 133 line screen)

### MECHANICAL REQUIREMENTS

Full Page	7.5 x 10
Full Page Bleed	8.625 x 11.25
Two Page Spread	17.25 x 11.25
1/2 Page Vertical	3.375 x 10
1/2 Page Horizontal	7 x 4.5
1/2 Page Island	4.5 x 7
1/4 Page	3.375 x 4.5
Marketplace	3.4437 x 2.2156

To place an ad, or for more information contact Terry Meade at 570-640-0839 or advertising@pmta.org.

NAME: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

SIZE OF AD: \_\_\_\_\_ RATE: \_\_\_\_\_

MONTHS TO RUN: JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

PAYMENT METHOD: CREDIT CARD (MASTERCARD OR VISA ONLY) CHECK

CREDIT CARD #: \_\_\_\_\_ EXP. DATE: \_\_\_\_\_ SEC CODE \_\_\_\_\_

CARDHOLDER: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

MAKE CHECKS PAYABLE TO: NIEMCZYK HOFFMANN GROUP, INC.

I UNDERSTAND THAT PMTA DOES NOT GUARANTEE THE ORDER AND PAGE LOCATION OF ADVERTISEMENTS. ALL CONTRACTS ARE NON-CANCELABLE. PAYMENT IN FULL IS DUE WITHIN 30 DAYS OF PUBLICATION DATE.

### RETURN TO:

MAIL: NIEMCZYK HOFFMANN (PUBLISHER), 117 PHILADELPHIA AVENUE, SHILLINGTON, PA 19607

EMAIL: Terry Meade at advertising@pmta.org

FAX: (610) 685-0916

QUESTIONS: (610) 685-0914