

## 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

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