

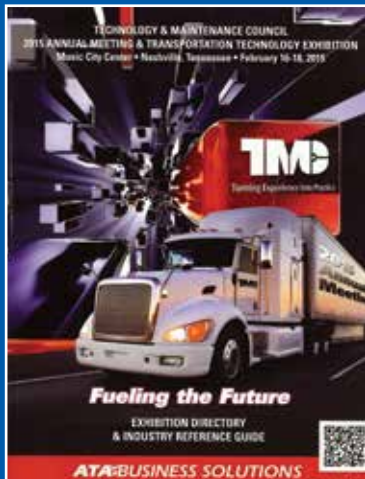
# Fleet Maintenance & Technology



The Technology & Maintenance Council of American Trucking Associations

Winter 2016

## ELDs Spur Adoption Of M... Weigh... Bypa...



*TMC's Exhibition  
Directory & Industry  
Reference Guide . . .*

*. . . Keep your  
product message  
going strong  
all year long!*



Refinements in

Employee-Owned

**TMC Periodicals  
RATE CARD: 2018**

**Effective: November 15, 2017**



# TMC Transportation Technology Exhibition Directory & Industry Reference Guide

**T**M C'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

<b>Back Cover</b>	<b>8.5" X 11"</b>	<b>\$4,200</b>
<b>Inside front cover</b>	<b>8.5" X 11"</b>	<b>\$3,800</b>
<b>Inside back cover</b>	<b>8.5" X 11"</b>	<b>\$3,400</b>
<b>Full page</b>	<b>8.5" X 11"</b>	<b>\$3,200</b>
<b>Half page horizontal</b>	<b>7" X 5"</b>	<b>\$2,300</b>
<b>Half page vertical</b>	<b>3-3/8" X 10"</b>	<b>\$2,300</b>

**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 and the Commercial Vehicle Safety Alliance, as well as schools certified with the Profession Truck Driver Institute of America.

Of special interest to TMC members is the 30-page Guide to TMC Recommended Practices.

**NOTE:** Advertising positions in the exhibition directory are sold on a first-come, first-served basis based on receipt of a signed contract with payment. Confirm availability before sending contract/payment for cover positions. Advertising sales begins the same day as booth sales.



# 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 decision makers 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 decision makers. Get your message to them in the next issue of **Fleet Maintenance & Technology**.

Contact the Technology & Maintenance Council at 703-838-1763 or email [tmc@trucking.org](mailto:tmc@trucking.org)

## Advertising Rates

Position	Size	4-Color	B&W
Back cover	8.5" X 11"	\$3,200	\$3,200
Inside front cover	8.5" X 11"	\$2,900	\$2,900
Inside back cover	8.5" X 11"	\$2,900	\$2,900
Full page	8.5" X 11"	\$2,700	\$2,250
Half page	7" X 5"	\$1,500	\$1,250

# Materials Requirements & Specifications

## Deadlines for Insertion Orders and Materials

*2018 TMC Transportation Technology Exhibition Directory & Industry Reference Guide*

Insertion orders, advertising materials, and payment must be received by Friday, January 5, 2018.

*2018 Fleet Maintenance & Technology*

Issue	Insertion Orders	Materials
Winter 2018	January 5, 2018	January 26, 2018
Spring 2018	March 9, 2018	March 24, 2018
Summer 2018	May 25, 2018	June 15, 2018
Fall 2018	August 24, 2018	September 28, 2018
Winter 2019	December 14, 2018	January 18, 2019

## 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 8.5 x 11"; Bleed size is 8.75 x 11.5"

Keep all illustrations or text at least 1/2 inch from trim and gutter.

## Material Requirements

PDF or JPEG files accepted. Email, submit on CD, or provide instructions for FTP download.

## Advertising payment

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

Payment required with insertion order.

*Fleet Maintenance & Technology*

Submit payment to:

FM&T Advertising, Technology & Maintenance Council, 950 N. Glebe Road, Arlington, VA 22203

## Commissions/Discounts

TMC allows the standard 15% commission to recognized agencies.

## Insertion Orders/Materials

Insertion orders/materials — Email to [tmc@trucking.org](mailto:tmc@trucking.org); or Rachel Akpotu — [rakpotu@trucking.org](mailto:rakpotu@trucking.org)



Technology & Maintenance Council  
950 N. Glebe Road, Arlington, VA 22203  
703-838-1763