

# GEORGIA MOTOR TRUCKING ASSOCIATION MEDIA GUIDE

*TRUX Print & Digital  
Membership Directory and Buyers' Guide*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



# THE GMTA ADVANTAGE

Our members spend **more than \$3 billion** annually on products and services.

- GMTA members include **key decision makers** who have purchasing power within their organizations.
- Georgia's trucking industry averages **more than \$7.5 billion** in annual revenue.
- **More than 75%** of national fleets have corporate offices in the state, making it the largest transportation market in the Southeast.



## MEMBERSHIP DIRECTORY & BUYERS' GUIDE

print and digital edition

## Our Industry Remains Strong

2 out of 3 of Georgia's trucking companies are GMTA members needing your products and services to keep them going:

- Safety Equipment
- Driver Leasing
- Equipment
- Uniforms
- Tires
- Fuel
- Employee Benefits
- Payroll Services
- Lubricants
- Insurance
- and more!



## TRUX MAGAZINE

quarterly print and digital edition

## Reach Your Audience

Our publications are distributed to every member of GMTA. Distribution also goes to prospective members, regulatory officials and other key decision makers in the trucking industry, including:

- CEOs
- Owners
- Presidents
- Safety Directors
- Senior Marketers
- Compliance Directors
- Directors of Fleet Operations
- Transportation Operations
- VPs of Transportation
- Shop Foreman
- Managers

TRUX magazine's digital edition averages nearly 3,000 views and over 200 clicks per issue!

\* source: TRUX magazine Q1 2018 - Q3 2018



# TRUX QUARTERLY MAGAZINE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

**Position Guarantee:** 15% Premium

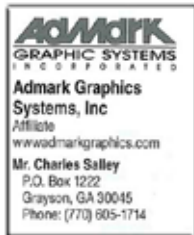
Full-Color Rates	1x	2-3x	3-5x
Double Page Spread	\$3,579.50	\$3,399.50	\$3,219.50
Outside Back Cover	\$2,919.50	\$2,799.50	\$2,669.50
Inside Front or Inside Back Cover	\$2,779.50	\$2,659.50	\$2,529.50
Full Page	\$2,469.50	\$2,349.50	\$2,219.50
2/3 Page	\$2,149.50	\$2,039.50	\$1,929.50
1/2 Page	\$1,579.50	\$1,499.50	\$1,419.50
1/3 Page	\$1,229.50	\$1,169.50	\$1,109.50
1/4 Page	\$939.50	\$889.50	\$849.50
1/6 Page	\$739.50	\$699.50	\$669.50
1/8 Page	\$579.50	\$549.50	\$519.50

Black-and-White Rates	1x	2-3x	3-5x
Full Page	\$1,479.50	\$1,409.50	\$1,329.50
2/3 Page	\$1,279.50	\$1,219.50	\$1,149.50
1/2 Page	\$939.50	\$889.50	\$849.50
1/3 Page	\$729.50	\$689.50	\$659.50
1/4 Page	\$579.50	\$549.50	\$519.50
1/6 Page	\$439.50	\$419.50	\$399.50
1/8 Page	\$339.50	\$319.50	\$309.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Member Listing Enhancement

Directory Only



Draw attention to your business by adding your black-and-white logo to your listing. Your logo will increase awareness of your brand and make your listing stand out.



## Special Advertising Sections:

Digital Edition of Trux

Build your brand awareness by branding the digital edition of TRUX with prominent ad placement and interactive ads. Limited opportunities available!

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (Rates as of April 2018)

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# 2019 EDITORIAL CALENDAR

ISSUE	FEATURES	SHIP DATE	SPACE RESERVATION	AD COPY DATE
Spring	<ul style="list-style-type: none"> <li>Introducing Georgia's New Governor and Lt. Governor: A look at their platforms and how they will impact the state's transportation industry</li> <li>American Transportation Research Institute's Trucking Top 10: ATRI supplies its annual list of the industry's top 10 concerns</li> <li>Employment Law</li> </ul>	March 2019	January 22, 2019	January 24, 2019
Summer	<ul style="list-style-type: none"> <li>GMTA Annual Conference Preview</li> <li>Meet GMTA's New Officers</li> <li>Young Leaders: Interviews with young leaders in Georgia's transportation industry</li> <li>Driver Pay Plans</li> </ul>	June 2019	April 17, 2019	April 22, 2019
Fall	<ul style="list-style-type: none"> <li>Shippers/Carriers: A look at the relationship between shippers and carriers, negotiating rates, etc., in light of the continuing shortage of trucks and drivers</li> <li>Blockchain Update</li> </ul>	September 2019	July 31, 2019	August 2, 2019
Winter	<ul style="list-style-type: none"> <li>Progress in Automation: Interviews with manufacturers as well as ATA about advancements in technology and how they are impacting the trucking industry</li> </ul>	December 2019	October 30, 2019	November 1, 2019

\*Editorial Calendar is tentative and subject to change.



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# TRUX QUARTERLY MAGAZINE

## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

TRUX is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar!



Mobile & Desktop  
Responsive HTML  
Reading View



### 1 **Leaderboard (all views) | \$1,000**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 **Rectangle (all views) | \$900**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 **Top TOC Mobile Banner | \$800**

### 4 **2<sup>nd</sup> TOC Mobile Banner | \$725**

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$875

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$850

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

#### • Large Insert | \$675

#### • Medium Insert | \$600

#### • Large Outsert | \$625

#### • Medium Outsert | \$500

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For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs)

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# MEMBERSHIP DIRECTORY AND BUYERS' GUIDE

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Outside Back Cover	\$3,739.50
Inside Front or Inside Back Cover	\$3,129.50
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1/2 Page	\$1,619.50
1/3 Page	\$1,249.50
1/4 Page	\$959.50
1/6 Page	\$759.50
1/8 Page	\$589.50

Black-and-White Rates	1x
Full Page	\$1,709.50
2/3 Page	\$1,469.50
1/2 Page	\$1,089.50
1/3 Page	\$849.50
1/4 Page	\$649.50
1/6 Page	\$509.50
1/8 Page	\$399.50

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## Member Listing Enhancement

### Directory Only

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# MEMBERSHIP DIRECTORY AND BUYERS' GUIDE

## DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on GMTA's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the *Membership Directory and Buyers' Guide* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



### Skyscraper | \$649.50

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

### Digital Sponsorship w/Toolbar | \$499.50

Your message will be prominently displayed directly across from the cover of the magazine. Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

\*Video capabilities are not supported for Sponsorship MAX.

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

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# MEMBERSHIP DIRECTORY AND BUYERS' GUIDE

## TRUX QUARTERLY MAGAZINE

### PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with GMTA and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of GMTA.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

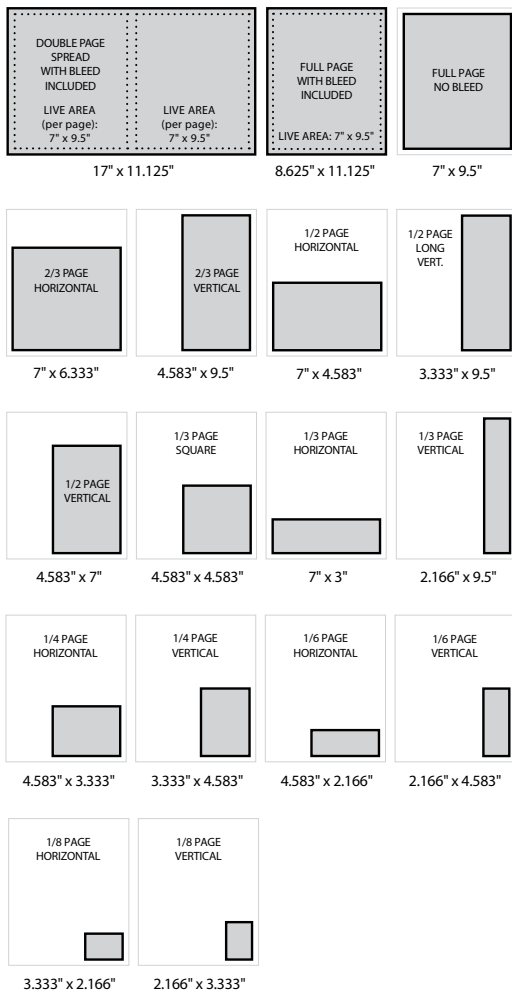
ADESA	Fontaine Fifth Wheel	PrePass, a service provided by HELP, Inc.
Atlanta Commercial Tire	Frontier Truck Parts	Pro Source, Inc
Atlanta Fuel Company	Great West Casualty Company	Regions Insurance, Inc.
Atlanta Trailer Service, LLC	Howard Sheppard, Inc.	Rush Truck Centers
Barrow Wrecker Service	Innovative Driver Services	SelecTrucks of Atlanta
BB & T Stephens & Company Insurance Svcs	J.W. Fanning Trucking, Inc.	SKF USA Inc.
Bennett International Group	Lee-Smith, Inc.	Snider Fleet Solutions
BestDrive, LLC	LKQ Heavy Truck – TH Evans	SNL Distribution Services Corp
B-H Transfer Co.	Marietta Wrecker Service	Southeastern Freight Lines
Bouhan Falligant, LLP	MCL Mobile Fleet Service, Inc.	Southeastern Transfer Storage
Bridge Funding Group, Inc.	Metro Trailer	Southern Tire Mart, LLC
Brown Trucking Company	MHC Kenworth	Springs and Suspension, Inc.
Carrier Transcold South	Midwestern Insurance Alliance, Inc.	Syfan Logistics, Inc.
Cherokee brick & Tile, Co.	Mobilized Fuels, Inc.	TCR Towing & Recovery, LLC
Commercial Credit Group, Inc.	MotorCoach Tire Sales, LLC	The Peterbilt Store - North Georgia
Commercial Roofing Specialties (CRS)	Nall & Miller, LLP	Thermo King Atlanta
Complete Tire & Service	New Image Towing & Recovery, Inc.	Trax Trux, Inc.
Counteract Balancing Beads, Inc.	Nextran Truck Centers	United Pump & Controls, Inc.
Courier Express Holdings, Inc.	North American Commercial Vehicle Show	University Hospital Occupational Health Centers
CS Truck & Trailer Repair Svcs., Inc	Omnitracs	Utility Trailer Sales of Georgia
Custard Insurance Adjusters	Peach State Freightliner	Vanguard Truck Center of Atlanta
D & J Supply, Inc.	People's United Equipment Finance Corp.	Williams Brothers Trucking, Inc.
D C L I	Peterbilt Motors	Yancey Power Systems
Dorsey Tire	Peterbilt of Atlanta	
Fisher & Phillips, LLP	Pivotal LNG	



# PRINT ADVERTISING SPECIFICATIONS

## MEMBERSHIP DIRECTORY AND BUYERS' GUIDE TRUX QUARTERLY MAGAZINE

Magazine/Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"  
 1 Page / 2 surface: 8.375" x 10.875"  
 2 Page / 4 surface: 8.375" x 10.875"  
 Postcards: 6" x 4.25"  
 Heavy Card Stock Insert: 8.25" x 10.75"  
 Postal Flysheets: 8.5" x 11"

### Digital Edition

For more information, visit:  
<http://www.naylor.com/onlinespecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

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