



Target the leaders
in California's
nearly **\$11.5 billion**
trucking market.

MEDIA KIT



→ ***Annual Membership Directory and Resource Guide***
(print & digital editions)

→ ***The Fifth Wheel Weekly eNewsletter***

FOR MORE INFORMATION, PLEASE CONTACT:

www.caltrux.org

Alex Hammond

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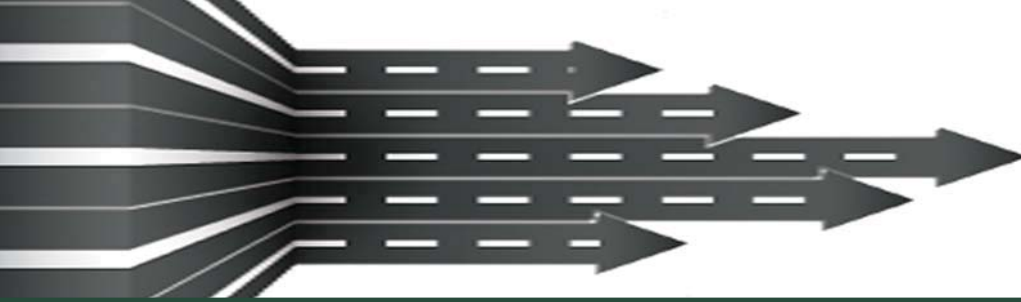
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NAYLOR

ASSOCIATION SOLUTIONS



California Trucking Association

The CTA Advantage

- > We are the **nation's leading trucking association** representing more than 1,500 member companies who operate more than **350,000 trucks**.
- > Our members **spend nearly \$11.5 billion** annually on products and services.
- > Our carrier members range from **individual owner-operators, to small family-owned for-hire fleets, to the world's largest international carriers**. Allied members of the California Trucking Association include businesses involved with **truck and trailer sales, parts and services, insurance, legal services and other businesses supporting the trucking industry**.



Advertise in the Membership Directory and *The 5th Wheel* eNewsletter and gain direct access to **all CTA members including:**

**CEOs • Owners • Presidents
Management • Decision Makers
And More!**



Industry Snapshot

- > **More than half** of all freight that travel on California's highways each day are transported by CTA members.
- > **9 out of 10 communities** in California depend exclusively on trucks to move goods.
- > **Nearly 90%** of the nation's gross domestic products are delivered by a truck.

Last year's digital edition averaged nearly 8,000 page views - that's 36 pages viewed per visit!

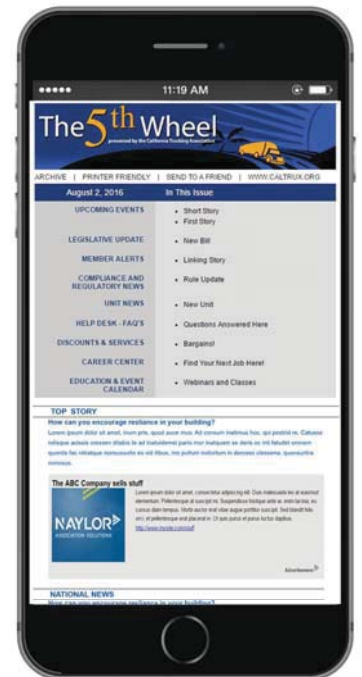
The Fifth Wheel eNewsletter

About the eNewsletter – www.archivelink.net

Now more than ever, professionals consume information on the go. Our *The Fifth Wheel* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 3,500 decision-makers on a regular basis
- In addition to 3,500 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CTA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events
- The mobile responsive design allows readers access on all their devices.



1st Sponsored Content (468 x 160 pixels)

12 Months | \$3,250

- Naylor will create the ad
- Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

Top 2 Rectangles (300 x 250 pixels)

12 Months | \$3,750

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

2nd Sponsored Content

12 Months | \$3,250

Bottom 2 Rectangles (300 x 250 pixels)

12 Months | \$3,750

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Distribution: 3,500 Weekly via Email

Sections include

- Upcoming Events
- Legislative Update
- Member Alerts
- Compliance and Regulatory News
- Unit News
- Help Desk - FAQ's
- Discounts & Services
- Career Center
- Education & Event Calendar

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.

The Fifth Wheel eNewsletter

eNewsletter Branding Opportunities

To be included in *The Fifth Wheel* eNewsletter, please select from the options below, then return this completed form to your Naylor account executive.

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

Sponsored Content Ad

12 Months | \$3,250 6 Months | \$1,800 3 Months | \$975

Rectangle Ad

12 Months | \$3,750 6 Months | \$2,075 3 Months | \$1,125

CTA Members - Check here to receive a 10% discount!

All advertisers will receive an invoice for the total amount, due upon activation.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

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.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (CTR-N0017)

Please sign and return to:

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