



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](http://www.caltrux.org)

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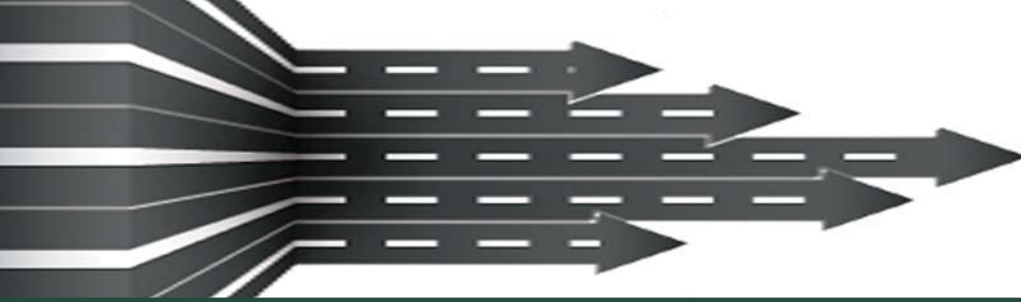
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**NAYLOR**

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!

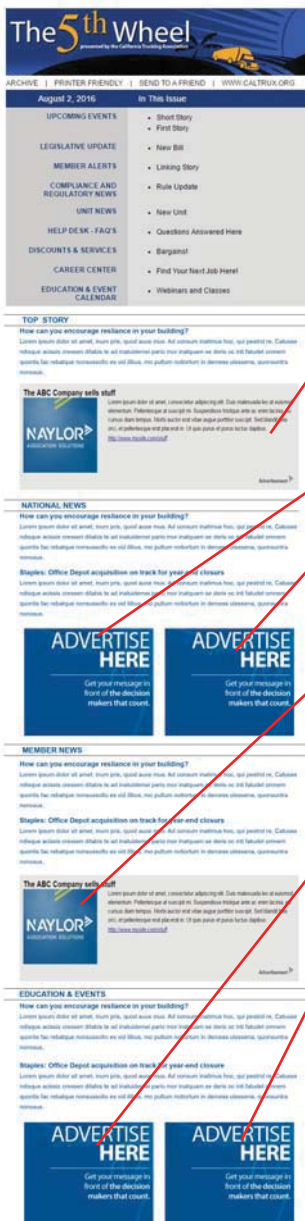
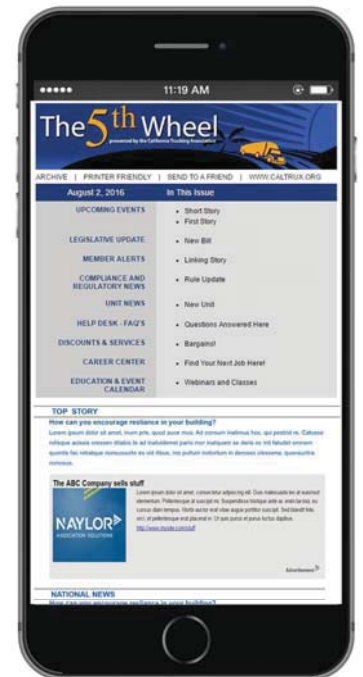
# The Fifth Wheel eNewsletter

## About the eNewsletter – [www.archivelink.net](http://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.