Target the leaders in California’s nearly $11.5 billion trucking market.

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

→ The Fifth Wheel Weekly eNewsletter

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NAYLOR ASSOCIATION SOLUTIONS
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.

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.

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!

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.