

## Maximize Your Company's Exposure Through TMC's 2018 Exhibit Directory & Industry Reference Guide

Advertise in TMC's *Transportation Technology Exhibition Directory & Industry Reference Guide*! By exhibiting in TMC's show, your company will have already taken the first and most important step in maximizing your product's exposure to the trucking industry. Your message in TMC's *Transportation Technology Exhibition Directory and Industry Reference Guide* can be seen by both your current and potential customers throughout the entire year.

### EXTEND YOUR PRODUCT VISIBILITY ALL YEAR 'ROUND

Your advertisement won't stop selling when the show closes ... because TMC's *Transportation Technology Exhibition Directory & Industry Reference Guide* can be used as a valuable reference source throughout the year. All TMC members—even those who do not attend the annual meeting—will receive a copy of the Reference Guide in advance of the show.

### MORE THAN JUST A SHOW DIRECTORY

TMC's *Transportation Technology Exhibition Directory & Industry Reference Guide* is much more than a show directory. The reference guide contains:

- A listing of exhibitor companies, addresses, emails, telephone numbers and booth locations, plus product/service descriptions.
- Further, as an advertiser, your company listing will be specially designated, and reference will be made to your ad's location.
- A complete listing of all TMC Recommended Practices with a brief technical description of each.
- ATA staff specialists index.
- Government agency contacts, such as DOT, EPA.
- MCSAP and CVSA state coordinators.
- State trucking associations and regional/local maintenance organizations.
- State CDL offices.
- Vehicle size & weight restrictions.
- State taxes and user fees.
- Industry calendar.
- Listing of truck driving schools.



### AND THERE'S MUCH MORE

Make plans now to feature your company's advertisement in this valuable reference. It's the marketing opportunity you won't want to miss in 2018!

### AD RATES

#### EXHIBITOR RATES

Back Cover	7" x 10"	\$4,200
Inside Front Cover	7" x 10"	\$3,800
Inside Back Cover	7" x 10"	\$3,400
Full Page	7" x 10"	\$3,200
Half Page Horizontal	5" x 7"	\$2,300
Half Page Vertical	3-3/8" x 10"	\$2,300



#### QUESTIONS ON ADVERTISING?

Call TMC at:

Phone: (703) 838-1763

FAX: (703) 838-1774

Email: [tmc@trucking.org](mailto:tmc@trucking.org)

# TMC's 2018 Directory Ad Insertion Order Form

Please use the following link to start the ad insertion process:  
[http://www.trucking.org/ad\\_insertion\\_form.aspx](http://www.trucking.org/ad_insertion_form.aspx)

## DEADLINES

Insertion Orders: Friday, January 5, 2018  
Ad Materials: Friday, January 5, 2018

## All Ads Must Be Prepaid

Recognized agencies may deduct 15 percent commission from the remittance check included. Advertisements or insertion orders received without prepayment will not appear in the TMC exhibit directory. Do not request TMC to invoice.

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

### SEND PAYMENT & MATERIALS TO:

Exhibit Directory Placement  
Technology & Maintenance Council  
950 N. Glebe Road - Suite 210  
Arlington, VA 22203  
703-838-1763 • Fax 703-838-1774

## Mechanical Data

### TRIM SIZE & BLEEDS

Finished size is 8.5 x 11 inches. Live: 7" x 10" Bleed: from trim, add 0.125" to top, bottom and sides. Bleeds are allowed on full-page or two-page spread ads only. Keep all illustrations or copy critical to your advertisement at least inside the 7x10 live-page area or no closer than 1/2 inch from finished size.

### MATERIAL REQUIREMENTS

PDF or JPEG files accepted. Submit on Insertion Form online portal, CD or provide instructions for FTP download.

### 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 materials.

Regretfully, TMC cannot provide services normally performed by an advertising department or agency. Where an advertisement requires original photography, artistic renderings or sketches, or other special effects, TMC suggests you use an agency or art/photography service to assure these effects are done to your exact requirements. TMC cannot strip-in new type or change copy of existing advertisements or final art.

### PRINTING STOCK AND BINDING

The Reference portion is printed on 60# colored offset paper. The total Guide is perfect bound.

### PAYMENT

Payment in advance. No exceptions. Payment must be included with insertion order.

### COMMISSIONS/DISCOUNTS

TMC allows the standard 15 percent commission to recognized agencies. Commission should be deducted from payment submitted with insertion order.

