

TANK TRANSPORT



TRADER



YOUR
DIRECT
ROUTE
TO THE
LIQUID
AND
DRY BULK
TRANSPORTATION
INDUSTRY

With a monthly distribution over 20,000, no other publication offers a more direct route to the liquid and dry bulk transportation marketplace than Tank Transport Trader. Published monthly, you are assured of reaching new markets unattainable with other publications.

By advertising on our website at www.ETrucking.com you will expand your marketing reach to the ever expanding universe of internet users who are constantly searching for new suppliers to fill their equipment and service needs. Advertise in our annual Product/Service Directory and Buyer's Guide and your message will have a long term shelf life reaching those buyers who want to have your contact information within arms length when they need your services.

We publish a digital version of both Tank Transport Trader and the Product/Service Directory and Buyer's Guide. Both are emailed directly to our growing opt-in digital subscriber base.

We offer a wide range of advertising sizes to enable even the smallest of advertisers to reach their specific marketing targets on an affordable budget.

Our readership includes transporters of:	Aggregates	Feed/Flour/Grain	Paints
	Acids	Fertilizers	Pesticides
	Asphalt	Grease	Petroleum Products
	Aviation Fuels	Hazardous Waste	Plastics
	Barite	Heating Oil	Potable Water
	Cement	Inks	Recovered Oils
	Chemicals	Liquid Waste	Salt Water
	Compressed Gasses	Lubricants	Sand
	Crude Oil	Milk & Liquid Foods	Sewage Waste
	Cryogenics	Organic Oils	Water

Our readership also includes tank repair facilities, tank cleaning facilities, tank container depots, bulk truck transfer facilities, bulk storage facilities, and waste storage sites as well as manufacturers and vendors of liquid and dry bulk equipment and construction and oilfield equipment.

TANK TRANSPORT



PRINT ADVERTISING MONTHLY RATES

Full Page • \$2150
3/4 Page • \$1790
1/2 Page • \$1230
1/3 Page • \$1040
1/4 Page • \$815
1/8 Page • \$640
1/16 Page • \$610

Premiere • \$320
(2 snapshot ads and unlimited
web advertising per month)



FOUR COLOR CHARGES

Full & 3/4 • \$815
1/2 & 1/3 • \$495
1/4 Page • \$375

SNAPSHOT ADS

\$130 ea.
Includes 1 Picture with
36 Words.
\$1.50 ea. add'l word or
\$7.50 per line.

\$5 Bold Type Per Line.
Logo insertion: \$30.
Runs One Month in
Tank Transport Trader
and also one month on
www.ETrucking.com.

CLASSIFIED ADS

\$5 Bold Type Per Line.
Print and web placement.
Logo insertion: \$30.00.
\$1.50 per word or \$7.50
per line.

Rates On Display Space Include Basic Layout
and Design. Custom Artwork and Design and
Picture Manipulation Are Extra. Special Posi-
tions: Add 15% to the total ad rate. Back page
add 20%. Special positions require a 60 day
cancellation notice. All charges are invoiced
upon ad placement, and sent by email. Invoices
are due upon receipt.

Discounts:

3 month-5%;
6 month-10%;
12 month-15%



All issues are published in print and digital format. The
digital format provides search capabilities and is fully
accessible by web search engines.

1-800-537-1320

FAX: (817) 348-0289

SALES@TANKTRANSPORT.COM

TANK TRANSPORT



PRINT SPECIFICATIONS

FULL PAGE

Live area: 10 1/4" X 13"

Bleed: 11 1/4" X 14 1/2"

Trim: 11" X 14"

3/4 PAGE

10-1/4" X 9-3/4" or 7-5/8" X 13"

1/2 PAGE

10-1/4" X 6-3/8" or 5" X 13"

1/3 PAGE

5" x 9-3/4" or 10-1/4" X 4-1/8" or

7-5/8" X 6-3/8"

1/4 PAGE

5" x 6-3/8" or 2-3/8" X 13" or

10-1/4" X 3-1/16"

1/8 PAGE

5" x 3-1/16" or 2-3/8" X 6-3/8"

1/16 PAGE

2-3/8" X 3 1/16"

CALL TODAY!

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Artwork Accepted In Electronic Format Only.

Artwork must be in the following format:

PDF (All fonts embedded)

EPS

Color— CMYK



JANUARY 2017

Fuel Oil / Heating Oil / BioHeat / NatGas
Advertising Deadline: DEC 19th

FEBRUARY 2017

Waste Pumper Directory
Septic and Liquid Waste
Advertising Deadline: JAN 20th

MARCH 2017

Construction & Oilfield
Dry Bulk Aggregates:
Cement / Frac Sand / Ash
Distribution at the Mid America Truck Show
Advertising Deadline: FEB 20th

PRODUCT/SERVICE DIRECTORY AND BUYER'S GUIDE PUBLICATION

SERVICE FACILITIES | TANK CLEANING
FACILITIES | BUYERS GUIDE

Service Facility Directory, Tank Cleaning
Facility Directory and A Buyer's Guide
Directory of original equipment
manufacturers and vendors that supply
equipment and services to the liquid and dry
bulk transportation industry.
Inserted into the April issue and distributed at
the NTTC Annual Conference
Advertising Deadline: FEB 24th

APRIL 2017

Alternative Fuels
LNG / LPG / CNG
Biofuels
Advertising Deadline: MAR 22nd

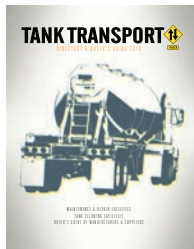
MAY 2017

Product Security and Tracking
Advertising Deadline: APR 21st

JUNE 2017

Milk & Liquid Food Grade
Advertising Deadline: MAY 22nd

2017 SPECIAL ISSUE & EDITORIAL DEADLINES



2017 SPECIAL ISSUE & EDITORIAL DEADLINES

JULY 2017

Liquid Hazardous Cargo
Advertising Deadline: JUN 20th

AUGUST 2017

Crude Oil / Gasoline / Diesel / DEF
Distributed at the Pacific Oil Conference and
Trade Show
Advertising Deadline: JUL 21st

SEPTEMBER 2017

Acids / Chemicals
Advertising Deadline: AUG 21st

OCTOBER 2017

FOCUS SECTION
MANUFACTURERS / VENDORS /
REPAIR FACILITIES/ CLEANING FACILITIES
Focus on Manufacturers & Vendors, Service
Facilities and Tank Cleaning Facilities. Special
Section: \$3,095.00 special pricing per full
color page. Includes mounted and framed
copy of full page ad or plaque of product or
service.
Distribution at NTTC Tank Truck Week.
Advertising Deadline: SEP 22nd

NOVEMBER 2017

Maintenance & Repair
Advertising Deadline: OCT 23rd

DECEMBER 2017

Tank Cleaning
Advertising Deadline: NOV 21st

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TANK TRANSPORT



NEW PRODUCT DIGEST SECTION:

\$70.00 per inch. (3 inch minimum)

Includes one color photo in print issue plus full page website product ad.

All full page 12 month contracted advertisers receive a free monthly 5" new product digest advertisement. Half page advertisers are eligible for a free 3" advertisement. This applies only to yearly contracts. Online video and audio clips are additional at the regular posted rates.

PRINT/DIGITAL INTERACTIVE

New Product Advertorial plus your video, audio clip, YouTube or slide show in the digital version.

\$670.00 (3 Inch ad)

Add'l inches \$65 ea.

New Product Advertorial plus your pdf download in the digital version.

\$520.00 (3 inch ad)

Add'l inches \$65 ea.

MULTI-MEDIA OPTIONS:

Video, audio clip, YouTube or slide show:

(Added on to digital online version of display ads)

\$400 additional.

PDF download.

(Added on to digital online version of display ads)

\$250.00 additional

FRONT PAGE/INSIDE COMBOS (Print and Digital)

FRONT PAGE TICKLER (3" front page story space plus 8" inside) plus HALF PAGE COLOR AD within print and digital issue on page determined by publisher. \$2500.00 per issue.

FRONT PAGE TICKLER (3" front page story space plus 8" inside) plus FULL PAGE COLOR AD within print and digital issue on page determined by publisher. \$3800.00 per issue.

DIGITAL MEDIA SPONSORSHIPS:

Menu Bar Sponsorship: Small logo linking to advertiser's desired landing page. \$350.00 Month.

Cover Page Help Ad: Ad position in help area over the help screen. \$250.00 month.

Email Blast Sponsorship Pages: Product/Service Directory and Tank Transport Trader cover page sponsorship. \$500.00 month.





WEBSITE ADVERTISING

Starting at \$19.95 for individual listings.

You already know how **Tank Transport Trader** delivers the best print advertising value in the industry. Now that same value moves online with **ETruckKing.com**.

You can eliminate the cost, hassle and time of creating, maintaining & marketing your equipment on your site by using ETruckKing! Along with increasing your equipment and company's exposure through our extensive national online marketing efforts, we also constantly evolve our site to keep your efforts via ETruckKing current and in the spotlight. We Find Buyers & Deliver Leads!

At only \$129.95/mo for our **Premier 'King' Plan** for unlimited online classifieds listings with unlimited images and video content, the value gained is endless.



ONLY \$320 PER MONTH
FOR UNLIMITED WEBSITE
LISTINGS PLUS TWO
SNAPSHOT ADS

For only \$320.00/mo, you get our **Premier 'King' Plan** online plus **2 Snapshot Ads** in our print publication classified section. The snapshot ads include a 36 word description and picture. (\$1.50 for each additional word) This is a great way to use the best of both worlds to your advantage.

Once your listings are posted via our simple-to-use, step-by-step classified listing posting process they are searchable by all visitors to ETruckKing. Website visitors can either search for your equipment via ETruckKing's search bar and advance search features or search for your company from our Premier Dealer Page (current classified advertisers)!

Listings and individual dealer pages are optimized for Google, Yahoo and Bing.

ANY & ALL LISTING TYPES

Premiere "King" Monthly Plan

129.95 per month

Unlimited listings, unlimited images,
unlimited videos.

5 FREE Bonus Feature Ads.

EQUIPMENT

(TRUCKS, TRAILERS, HEAVY
EQUIPMENT, INTERMODAL, IBCS)

Single Listing

19.95 per month

One listing with five images

FREE!

Our "Want to Buy Plan" costs you nothing!
Can't find the equipment you need? Try
our want ads and let sellers know.

EMPLOYMENT

Job Seekers Plan

FREE!

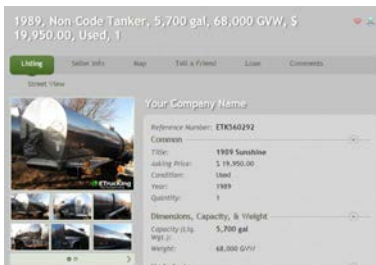
Do you need a job as a driver, operator,
mechanic sales or management position?

Help Wanted Plan

19.95 per month

Do you need a driver, salesman,
mechanic or even a new CEO?

WEB ADVERTISING RATES



WEB ADVERTISING RATES

(CONT'D)

SERVICES

3 Months Plan

49.95 for 3 months

Market your services with 15 images and 1 video.

12 Months Plan

119.95 for 12 months

Market your services with 30 images and 6 videos.

MANUFACTURERS AND SUPPLIERS

Silver OEM/Parts Plan

29.95 for 2 months

1 listing, 15 images and 1 video.

Gold OEM/Parts Plan

5 listings with 15 images and 4 videos per listing.

99.95 for 2 months

FREE Bonus Feature Ad!

LOADS

3 Months Loads Plan

49.95 for 3 months

Load services you offer with 3 images and 1 video.

12 Months Loads Plan

119.95 for 12 months

Load services you offer, for 365 days, with 10 images and 3 videos.

FREE!

Our "Loads Seeking Plan" costs you nothing! Post on our load board and find the right carrier to transport your goods!

NEWS

For the industry, by the industry. Contact us for a quote for your next PR or news stories about what your company is doing, new products, and much more! We have a team of industry professionals waiting to help you.

DIRECTORIES

Solidify your presence in our ever expanding industry directories. Only \$115 per year.

Online directory listings have many added benefits. Just ask!



Talk to us about your needs so we can package together something specific for you.

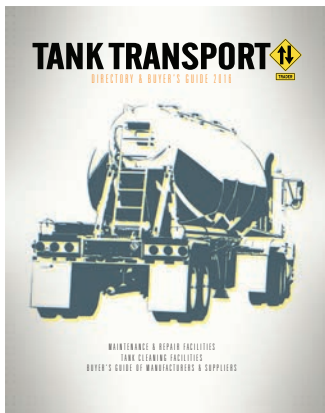
EVEN MORE
BENEFITS

In this ever changing digital world, don't get left behind. Allow ETruckKing.com to keep up with the ever changing marketplace for you.



PRODUCT/ SERVICE DIRECTORY AND BUYER'S GUIDE

The Tank Transport Trader "Product/Service Directory and Buyer's Guide" is the product and service "bible" of the liquid and dry bulk transportation industry.



- MAINTENANCE & REPAIR FACILITIES
- TANK CLEANING FACILITIES
- BUYER'S GUIDE (OEM & VENDORS)

EXPAND YOUR SALES WITH
A LONG-TERM MESSAGE!

CALL TODAY!
1-800-537-1320
FAX: (817) 348-0289
SALES@TANKTRANSPORT.COM



COMPANY LISTING \$115

LOGO INSERTION \$80

BUSINESS CARD AD \$350

1/6 PAGE \$660

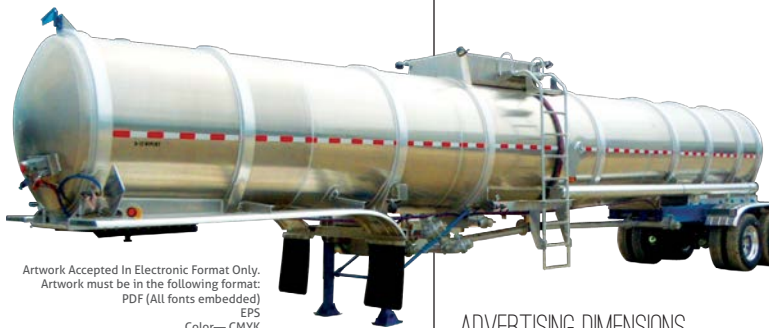
HALF PAGE B/W \$1085
includes up to 5 company listings

HALF PAGE COLOR \$1540.
includes up to 5 company listings

FULL PAGE B/W \$1825
includes up to 10 company listings

FULL PAGE COLOR \$2460
includes up to 10 company listings

PRODUCT / SERVICE DIRECTORY AND BUYERS GUIDE ADVERTISING RATES



Artwork Accepted In Electronic Format Only.
Artwork must be in the following format:
PDF (All fonts embedded)
EPS
Color— CMYK

ADVERTISING DIMENSIONS

Full Page Color: 7 1/2" x 9 7/8"
Bleed: 8 7/16" X 11"
Trim: 8 3/16" x 10 5/8"

Full Page B/W: 7 1/2" x 9 7/8"
Half Page Color: 7 1/2" x 4 7/8"
Half Page Color: 7 1/2" x 4 7/8"
1/6 Page Color: 2 1/4" x 4 7/8"
Buscard Color: 2 1/4" x 1 1/4"

ADVERTISING DEADLINE IS FEB 26, 2016

ETRUCKING.COM BANNER PLANS AND SIZES

BANNER LOCATIONS	PRICE PER MONTH	3 MONTHS (-5%)	6 MONTHS (-10%)	1 YEAR (-15%)
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CLASSIFIEDS - HOMEPAGE

Leaderboard (728x90)	\$500	\$1425	\$2700	\$5100
Side Bar (180x150)	\$350	\$998	\$1890	\$3570
Full Banner - Top (468x60)	\$250	\$713	\$1350	\$2550
Full Banner - Middle (468x60)	\$200	\$570	\$1080	\$2040

CLASSIFIEDS - SECTIONS (TRUCKS, TRAILERS, ETC.)

Full Banner - Top (468x60)	\$200	\$570	\$1080	\$2040
Sidebar (180x150)	\$175	\$499	\$945	\$1785
Full Banner - Middle (468x60)	\$150	\$428	\$810	\$1530

CLASSIFIEDS - SPECIAL PAGES (ADD LISTING, SEARCH, RECENTLY ADDED)

Full Banner - Top (468x60)	\$250	\$713	\$1350	\$2550
Half Banner - Middle (468x60)	\$175	\$499	\$945	\$1785

DIGITAL EDITION EMAIL BLAST SPONSORSHIPS

COVER SPONSORSHIP

- Right side following publication cover
- Full page built to magazine specs
- Can link to internal pages and external sites

WEBREADER DRAWER BUTTON

- Image size: maximum 180 w x 150 h pixels
- Supported media type: .jpg, .gif, animated .gif
- Support for JavaScript ad tags

WEBREADER LEADERBOARD

- Image size: 728 w x 90 h pixels
- Supported media type: .jpg, .gif, animated .gif
- Support for JavaScript ad tags –
- ad tag must work in an iFrame
- Ability to link to a URL, if provided

WEBREADER STATIC BELLYBAND

- 2-page spreads: 800 w x 175 h pixels
- Single-pages, 500 w x 175 pixels
- Supported image type: .jpg, .gif, animated .gif

STATIC IMAGES

- Image size: 500 w x 300 h pixel
- Supported image type: .jpg, .gif, animated .gif
- Platform: web, iPad app



VIDEO

**Videos cannot include links or be linked to a webpage.*

**Videos are NOT available for viewing in offline mode or in the mobile web reader.*

Specifications

- 100 MB maximum file size
- For optimal performance across our platforms, we recommend that videos be 4 minutes or under. You may send longer videos as long as they are under the maximum file size. However, you may encounter performance/buffering issues with the video.
- Video should include at least ONE extra second of play, as clipping may occur or appear more pronounced
- Videos must be h264 format. We can convert the following to h264:
 1. .MPEG4 (3ivx, DivX, Xvid)
 2. .MOV (Sorenson Video 3, H263, H264, animation)
 3. .FLV (VP6 and Sorenson Spark)
 4. .WMV (WMV, WMV2, MSMPEG, VC-1)
 5. .AVI (Indeo, Cinepak, Motion JPEG, MPEG)

AUDIO

Accepted Video Formats

- Waveform Audio (.wav)
- MPEG Audio (.mp3)

Audio File Setup

- 100 MB maximum
- Filename should have no spaces, use dash (-) or underscore (_) instead of spaces. If there are spaces in the filename, tracking will not be available for the element.

Platform

- Web, Apps
- Note the mobile display may differ from the web



1011 W. Bluff St.

Fort Worth, TX 76102-1810

PRINT | WEBSITE | DIGITAL | DIRECTORY

Four proven routes to reach the liquid
and dry bulk transportation industry.