

# TANK TRANSPORT

The National Newspaper of the Liquid and Dry Bulk Transportation Industry

Since 1966



TRADER



MEDIA  
CARD  
2018

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 one or both of our websites at [www.TankTransport.com](http://www.TankTransport.com) or [www.ETrucking.com](http://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-BW • \$2150  
Full Page-Color • \$2965  
3/4 Page-BW • \$1790  
3/4 Page-Color • \$2605  
1/2 Page-BW • \$1230  
1/2 Page-Color • \$1725  
1/3 Page-BW • \$1040  
1/3 Page-Color • \$1535  
1/4 Page-BW • \$815  
1/4 Page-Color • \$1190  
1/8 Page-Color only • \$640  
1/16 Page-Color only • \$610  
200 word advertorial-includes  
color image: \$550.00.  
Premiere Package • \$320  
(2 snapshot ads in print issue and  
unlimited web listings per month)

Half Page 12 issue contracted advertisers: Include up to Three (3) 200 word maximum product advertorial releases (\$1650 value), with picture, per year. Full page 12 issue contracted advertisers: Include up to Six (6) 200 word maximum product advertorial releases (\$3,300 value), with picture, per year.

## 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](http://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 Positions: 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](mailto: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!

1-800-537-1320

FAX: (817) 348-0289

SALES@TANKTRANSPORT.COM

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



**JANUARY 2018**

Fuel Oil / Heating Oil / BioHeat / NatGas  
Advertising Deadline: DEC 18th

**FEBRUARY 2018**

Septic and Liquid Waste  
**Distribution at WWETT.**  
Advertising Deadline: JAN 15th

**FEBRUARY 2018**

**PRODUCT/SERVICE DIRECTORY AND BUYER'S  
GUIDE PUBLICATION**



TANK TRUCK SERVICE FACILITIES  
TANK CLEANING FACILITIES  
TANK TRUCK BUYERS GUIDE  
WASTE PUMPER VENDORS  
For the liquid and dry bulk  
transportation industry.

**Distribution at WPMA show.**  
**Distribution at WWETT show.**

Advertising Deadline: JAN 15th

**MARCH 2018**

Construction & Oilfield  
Dry Bulk Aggregates:  
Cement / Frac Sand / Ash  
Advertising Deadline: FEB 20th

**APRIL 2018**

Gasoline / Diesel / DEF / Crude Oil  
Advertising Deadline: MAR 23rd

**MAY 2018**

LNG / LPG / CNG  
Biofuels  
Advertising Deadline: APR 23rd

**JUNE 2018**

Security and Tracking  
Advertising Deadline: May 21st

2018 SPECIAL  
ISSUE &  
EDITORIAL  
DEADLINES

# 2018 SPECIAL ISSUE & EDITORIAL DEADLINES

## JULY 2018

Liquid Hazardous Cargo  
Advertising Deadline: JUN 22nd

## AUGUST 2018

Gasoline / Diesel / DEF  
**Distribution at the Pacific Oil Conference and Trade Show**  
Advertising Deadline: JUL 23rd

## SEPTEMBER 2018

Acids / Chemicals  
Advertising Deadline: AUG 24th

## OCTOBER 2018

**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 21st

## NOVEMBER 2018

Maintenance & Repair  
Advertising Deadline: OCT 22nd

## DECEMBER 2018

Milk & Liquid Food Grade  
Advertising Deadline: NOV 21st

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# TANK TRANSPORT



## NEW PRODUCT DIGEST ADS:

\$70.00 per inch. (3 inch minimum)

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

### 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 \$70 ea.

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

\$520.00 (3 inch ad)

Add'l inches \$70 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 STORY/INSIDE ADVERTISEMENT COMBOS (Print and Digital)

Front Page Tickler (3" of space minimum front page space including picture with maximum of 500 word story total) includes FULL PAGE COLOR AD within print and digital issue on page determined by publisher. \$3800.00 per issue. (Minus earned discounts)

Front Page Tickler (3" of space minimum front page space including picture with maximum of 500 word story total) includes FULL PAGE COLOR AD within print and digital issue on page determined by publisher. Also including video, audio clip, slide show or YouTube file (supplied by you). \$4,200.00 per issue (Minus earned discounts)

### DIGITAL MEDIA SPONSORSHIPS:

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

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



# 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 **TankTransport.com** and **ETruckKing.com**.

You can eliminate the cost, hassle and time of creating, maintaining & marketing your equipment on your site by using TankTransport.com and 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 TankTransport and 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 TankTransport.com and ETruckKing. Website visitors can either search for your equipment via TankTransport.com and 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!

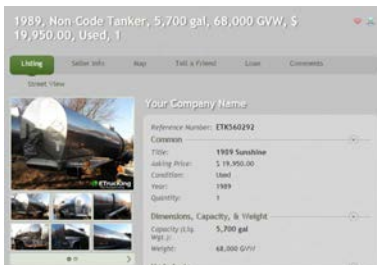
Do you need a job as a driver, operator,  
mechanic sales or management position?

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!

WHAT  
CAN WE  
DO FOR  
YOU?

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

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

# EVEN MORE BENEFITS

**TANK TRANSPORT**   
The National Newspaper of the Liquid and Dry Bulk Transportation Industry



**ETrucking** <sup>TM</sup>

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

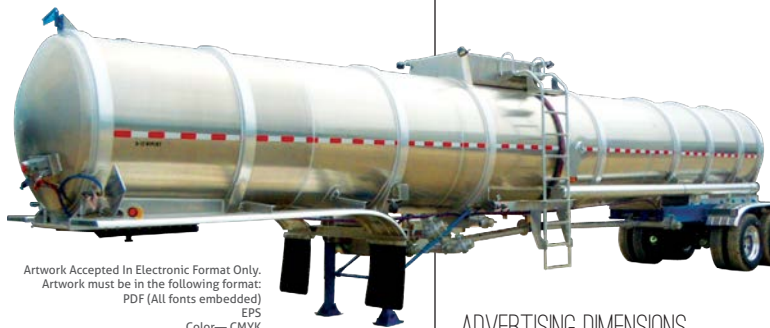
HALF PAGE B/W \$1085  
includes up to 5 company listings

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

# WWW.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)	\$750	\$2137.50	\$3825	\$7650
Side Bar (300 X 250)	\$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 (234x60)	\$175	\$499	\$945	\$1785

# DIGITAL EDITION EMAIL BLAST SPONSORSHIPS

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## 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.