

TANK TRANSPORT

Since 1986



The National Newspaper of the Liquid and Dry Bulk Transportation Industry

TRADER

2019 PRINT ADVERTISING RATES

COLOR RATES	1X	3X	6X	12X
1 Page	\$3,050	\$2,897.50	\$2,745	\$2,592.50
3/4 Page	\$2,685	\$2,550.75	\$2,416.50	\$2,282.25
1/2 Page	\$1,780	\$1,691	\$1,602	\$1,513
1/3 Page	\$1,580	\$1,501	\$1,422	\$1,345
1/4 Page	\$1,225	\$1,163.75	\$1,102.50	\$1,041.25
1/6 Page	\$660	\$627	\$594	\$561
1/8 Page	\$630	\$598.50	\$567	\$535.50

Rate Card
Effective
December 2018

BLACK & WHITE	1X	3X	6X	12X
1 Page	\$2,215	\$2,104.25	\$1,993.50	\$1,882.50
3/4 Page	\$1,845	\$1,752.75	\$1,660.50	\$1,568.25
1/2 Page	\$1,270	\$1,206.50	\$1,143	\$1,079.50
1/3 Page	\$1,070	\$1,016.50	\$963	\$909.50
1/4 Page	\$840	\$798	\$756	\$714

Classified Advertising: Snapshot Ads: \$150 Include 1 picture with 36 word description. \$1.50 ea. add'l words or \$7.50 per line (includes blank lines) \$5 bold type per line. Logo insertion: \$50. Runs one month in Tank Transport Trader and on www.TankTransport.com.

INSERTS

Issue and Closing Dates

Published monthly, closing date is 25th of preceding month, issued middle of second week of cover date. Cancellation date, 25th of preceding month, except covers & special positions, which require 60 days' notice. Neither the Advertiser nor its Advertising Agency may cancel advertising after closing date, Cancellations prior to closing must be in writing. Verbal cancellations will not be accepted.

Short Rate Protection

Advertisers billed at special contract rates based on frequency. but who fail to fulfill the contract, will be billed at the Publisher's sole discretion for the difference to reflect the rate that is actually earned. For example, Advertisers will be billed for lost frequency discounts if, within a twelve (12) month period (or written contract period) from date of the first insertion, they do not use the amount of advertising space upon which their billing rate was based.



Contact Information

GARY HIGHTOWER
gary@tanktransport.com
1-800-537-1320



PRINT ADVERTISING PRODUCTION SPECS



BLEED



TRIM

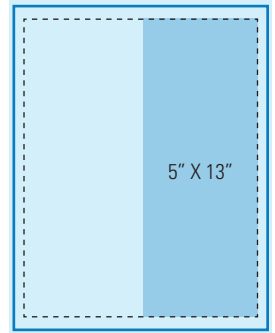
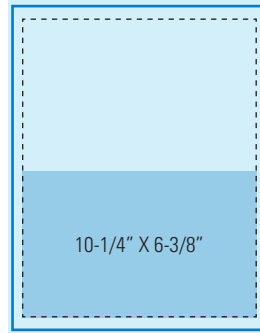
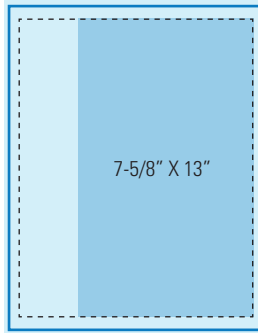
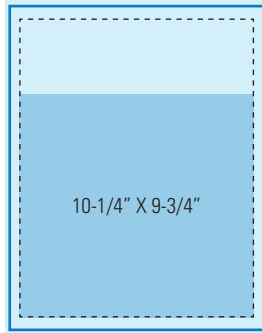
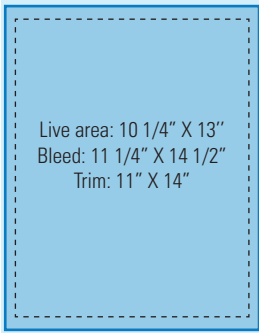


LIVE AREA

FULL PAGE

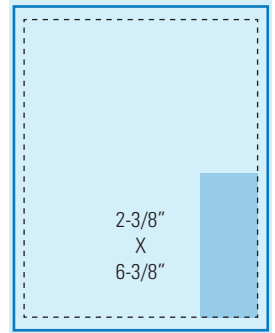
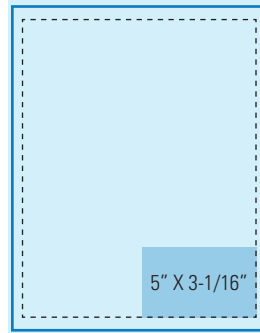
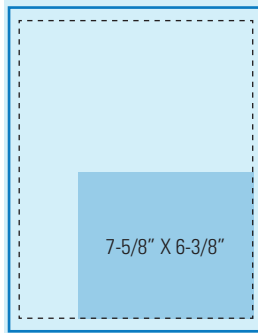
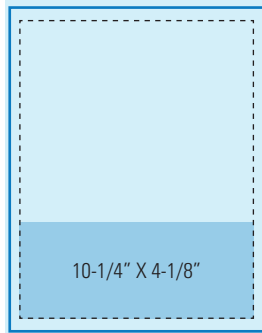
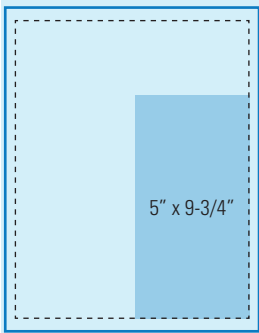
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1/2 PAGE



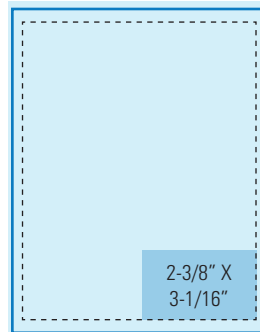
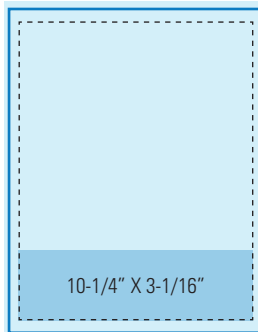
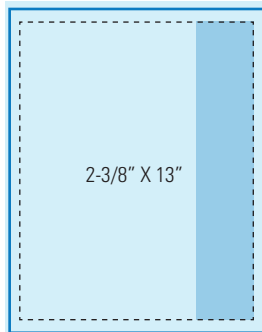
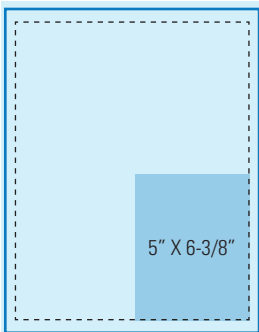
1/3 PAGE

1/8 PAGE



1/4 PAGE

1/16 PAGE



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TANK TRANSPORT

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2019 EDITORIAL CALENDAR

JAN Tank & Truck Technology

Driver Safety/Product Security/Product Tracking

The tanker industry is fighting hard every day to improve driver safety and to implement more security and tracking controls over equipment and product.

Advertising Deadline: Dec 21st

FEB Septic and Liquid Hazardous Waste

Vacuum equipment manufacturers and transporters of liquid sewage and liquid hazardous waste transported in the oilfield and industrial waste producing industries.

Distribution at:

WPMA - Feb. 19-21: The Mirage Hotel, Las Vegas, NV

WWETT - Feb. 19-23: Indiana Convention Center, Indianapolis, IN

Advertising Deadline: January 18th

Feb Product Service Directory and Buyers Guide (Stand Alone 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 - Feb. 19-21: The Mirage Hotel, Las Vegas, NM

WWETT - Feb. 19-23: Indiana Convention Center, Indianapolis, IN

Advertising Deadline: January 11th

MAR Local Delivery

Petroleum/Fuel Oil/HHO/Nat Gas/LP/LPG/BioHeat

Companies involved in both the distribution of transportation fuels and home heating products have their own issues to deal with such as routing, scheduling and billing.

Advertising Deadline: February 22nd

APR LNG/CNG

LNG and CNG have their own special properties that require special handling and issues to be addressed when using.

Distribution at:

NTTC - 71st Annual Conference - Apr. 23-25: Wynn Hotel Las Vegas, NV

Advertising Deadline: Mar 22nd

MAY Bulk Intermodal

Companies involved in the intermodal transportation of liquid and dry bulk products have to deal with special equipment, operations, facilities and regulations.

Distribution at:

SW Fuel & Convenience Show - May 14-16: Omni Hotel, Fort Worth, TX

ILTA 39th Annual Intern. Operating Confer - June 3-5: Marriott Marquis Houston, TX

Advertising Deadline: Apr 23rd

JUN Dry Bulk

Dry bulk products include a variety of raw and manufactured materials. Consistency of these products ranges from very fine material that flows similar to liquid, such as cement or flyash, to coarse material, such as sand require special equipment.

Advertising Deadline: May 24th

JUL Overfills/Spill Control/Spill Cleanup/Regulations

Transporters of liquid products have to be careful not to unintentionally spill their products while loading or dispensing the products and there are a myriad of processes and equipment used to prevent that from happening.

Advertising Deadline: Jun 21st

AUG Gasoline/Diesel/DEF/Crude Oil/Ethanol

Distribution at the Pacific Oil Conference

Transporters of gasoline, diesel, DEF, crude oil and ethanol have many concerns and regulatory requirements in order to operate safely and efficiently.

Advertising Deadline: Jul 23rd

SEP Liquid Hazardous Cargo

'Dangerous goods' are materials or items with hazardous properties which, if not properly controlled, present a potential hazard to human health and safety, infrastructure and/ or their means of transport.

Distribution at:

Pacific Oil Conference-Sept. 3-5: Manchester Grand Hyatt, San Diego, CA

NTTC Tank Truck Week-Sept. 30-Oct. 2: MUsic City Center &

Renaissance Nashville Hotel, Nashville, TN

Advertising Deadline: Aug 23rd

OCT Focus on Manufacturers and Vendors

Manufacturers and Vendors showcase their companies and the products and services they provide.

Distribution at NTTC Tank Truck Week

Advertising Deadline: Sept 23rd

NOV Maintenance and Repair

Equipment must be kept up to the highest standards for transporters of liquid and dry bulk products.

Advertising Deadline: October 23rd

DEC Milk and Liquid Food Grade

Milk and liquid food products have properties that require special handling and the material in the equipment used in their transportation require it must be of the highest standard.

Advertising Deadline: Nov 22nd.

Tank Transport Trader welcomes articles and news items from industry leaders that do not involve specific product promotions. Company growth and personnel changes are welcome. All submitted articles are subject to rejection or rewriting by our editorial staff. Send to info@tanktransport.com. Or call 1-800-537-1320.

Closing date for reserving advertising space on or before the 23rd of the preceding month.

Contact Information
Send correspondence to:

GARY HIGHTOWER
gary@tanktransport.com
1-800-537-1320
817-338-0822

TANK TRANSPORT

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Since 1986

PRODUCT SERVICE DIRECTORY AND BUYERS GUIDE



Tank Transport Trader's "Product/Service Directory and Buyer's Guide" is a complete guide to the liquid and dry bulk transportation industry.

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

ADVERTISING RATES

COMPANY LISTING \$145

LOGO INSERTION \$80

BUSINESS CARD AD \$370

1/6 PAGE \$680

HALF PAGE B/W \$1120

includes up to 5 company listings

HALF PAGE COLOR \$1585

includes up to 5 company listings

FULL PAGE B/W \$1880

includes up to 10 company listings

FULL PAGE COLOR \$2535

includes up to 10 company listings

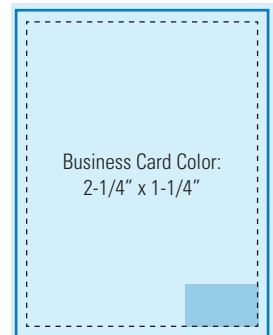
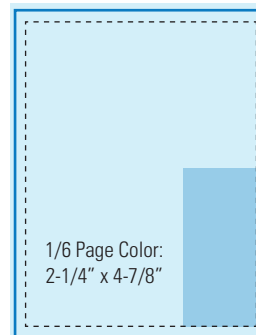
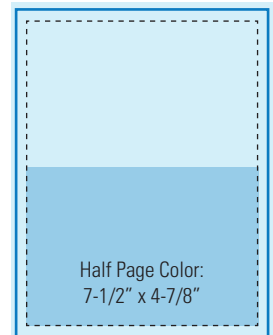
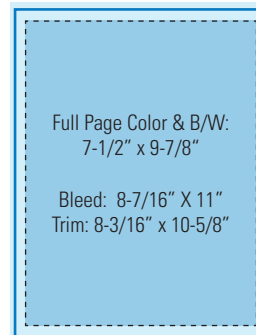
Artwork Accepted In Electronic Format Only.

Artwork must be in the following format:

PDF (All fonts embedded), EPS

Color: CMYK

ADVERTISING SPECS



ADVERTISING DEADLINE IS Jan 11, 2019

Contact Information

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gary@tanktransport.com

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TANK TRANSPORT

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2019 WEBSITE RATES & SPECS

AD UNIT	MAX DIMENSIONS	PRICE	POSITION
Leaderboard - Header	468x60px	\$750	Top of page on all pages
Sidebar Ad	300x250px	\$450	Shows Top of Left Sidebar on the Homepage - Top of Right Sidebar on Articles
News Ad Block	300x250px	\$500	Shows in the Middle of all Articles
Half Page Ad	300x600px	\$600	Shows Middle of Left Sidebar on the Homepage - Middle of Right Sidebar on Articles
Small Sidebar - Homepage	200x200px	\$300	Right Sidebar on Homepage
Sponsor Newsletter	600x200px	\$500	Top of Monthly Newsletter

Note: Ad Units show on all devices (PC, phone, tablet) resizing according to screen-size of visitor's device

Accepted files: jpg, jpeg, gif, png, html, js, swf and flv. Maximum size is 512Kb per file.

Important: Make sure your file has no spaces or special characters in the name. Replace spaces with a - or _.

If you remove spaces from filenames for HTML5 adverts also edit the html file so it knows about the changed name. For example for the javascript file.

MATERIALS & CANCELLATION POLICY

Materials due 10 business days prior to posting. Banners & sponsorship require a 2-week written cancellation process.

CLASSIFIED 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 exposure through our extensive national outline 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 classified listings with unlimited images and video content, the value gained is endless.

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

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?

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.

Contact Information

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