

# TANK TRANSPORT

Since 1986



The National Newspaper of the Liquid and Dry Bulk Transportation Industry

## 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  
Cell: 817-845-6301

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## PRINT ADVERTISING PRODUCTION SPECS



BLEED



TRIM

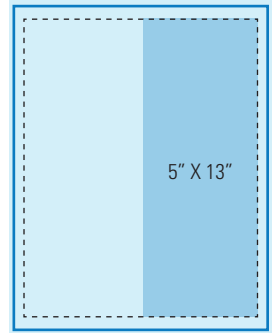
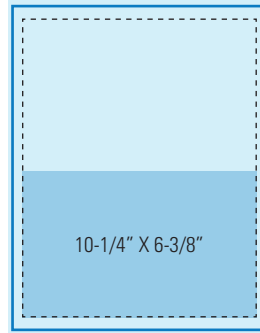
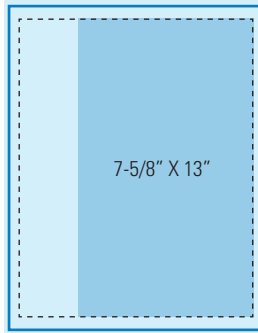
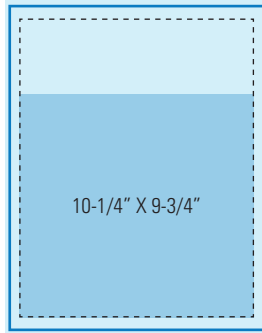
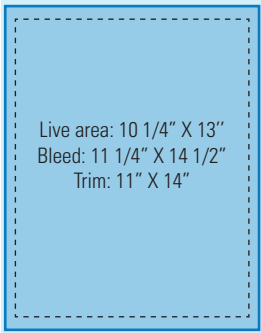


LIVE AREA

FULL PAGE

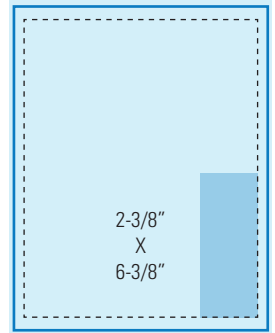
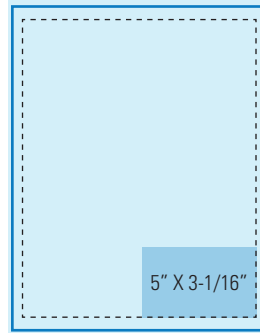
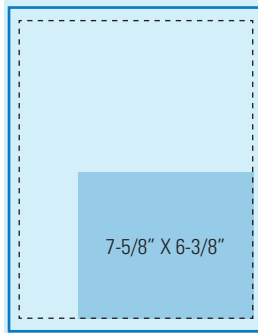
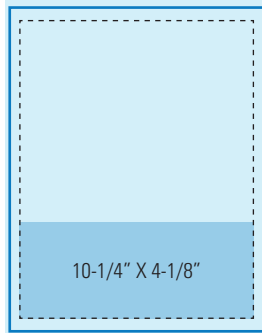
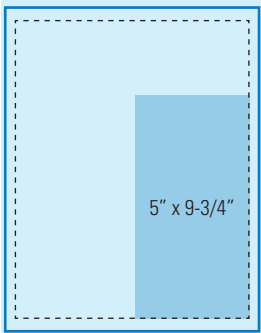
3/4 PAGE

1/2 PAGE



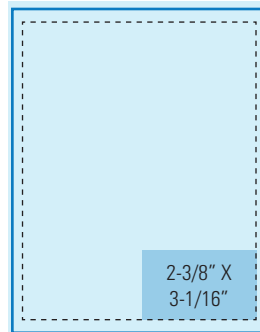
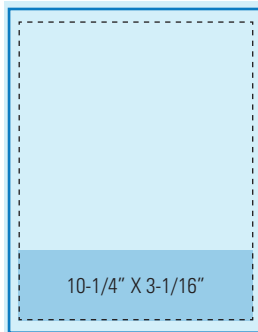
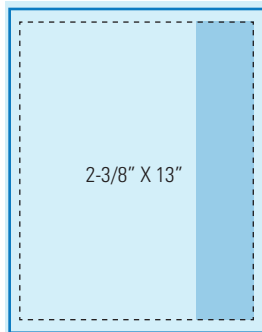
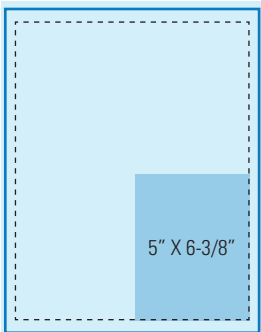
1/3 PAGE

1/8 PAGE



1/4 PAGE

1/16 PAGE



### Contact Information

**GARY HIGHTOWER**

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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 Pub)

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.

Distribution at:

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

**Advertising Deadline: Jul 23rd**

### **SEP Focus on Manufacturers, Vendors and Maintenance Facilities**

Manufacturers, Vendors and Maintenance Facilities showcase their companies and the products and services they offer.

Distribution at:

NTTC Tank Truck Week-Sept. 30-Oct. 2: Music City Center & Renaissance Nashville Hotel, Nashville, TN

**Advertising Deadline: Aug 23rd**

### **OCT 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.

**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](mailto:info@tanktransport.com). Or call 1-800-537-1320.

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

Send correspondence to:

**GARY HIGHTOWER**  
[gary@tanktransport.com](mailto:gary@tanktransport.com)  
1-800-537-1320  
817-338-0822  
Cell: 817-845-6301

# TANK TRANSPORT

The National Newspaper of the Liquid and Dry Bulk Transportation Industry



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

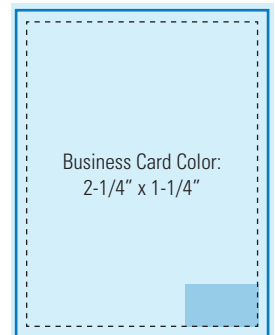
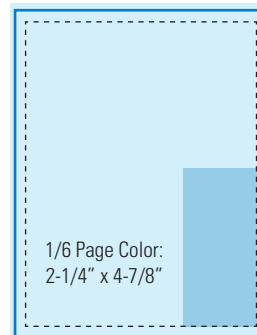
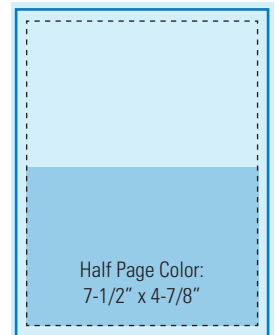
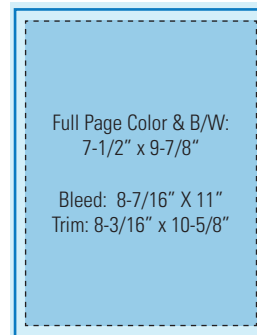
*Artwork Accepted In Electronic Format Only.*

*Artwork must be in the following format:*

*PDF (All fonts embedded), EPS*

*Color: CMYK*

## ADVERTISING SPECS



**ADVERTISING DEADLINE IS Jan 11, 2019**

### Contact Information

**GARY HIGHTOWER**

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Cell: 817-845-6301



## 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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