

TANK TRANSPORT

The National Newspaper of the Liquid and Dry Bulk Transportation Industry



Since 1986

2020 Media Card



TANK TRANSPORT

The National Newspaper of the Liquid and Dry Bulk Transportation Industry



Since 1986

YOUR DIRECT ROUTE TO THE LIQUID AND DRY BULK TRANSPORTATION INDUSTRY

With a monthly distribution of 15,000, no other print and digital 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.TankTransport.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 also 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.

Contact Information

GARY HIGHTOWER

gary@tanktransport.com

Phone: 1-800-537-1320 | Cell: 817-845-6301

2020 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

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

Rate Card
Effective
December
2019

September special Tank Truck Week issue: Full page "Focus on Manufacturers:" \$3250.00.

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

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.

Issue and Closing Dates

Published monthly, closing date is 20th of preceding month, issued middle of second week of cover date. Cancellation date, 15th 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

TANK TRANSPORT

The National Newspaper of the Liquid and Dry Bulk Transportation Industry



Since 1986

PRINT ADVERTISING PRODUCTION SPECS



BLEED



TRIM

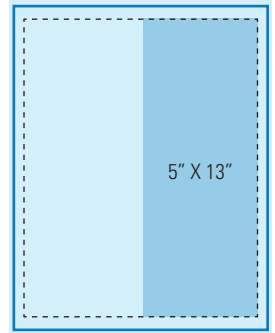
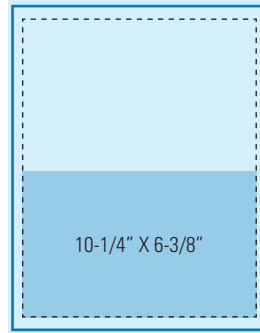
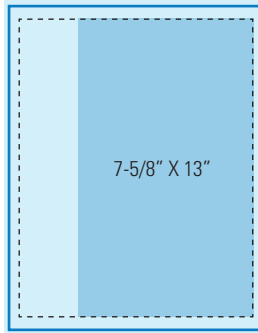
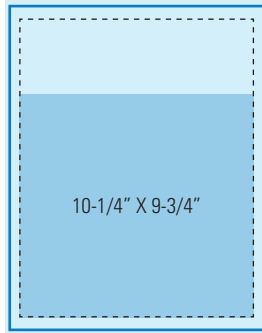
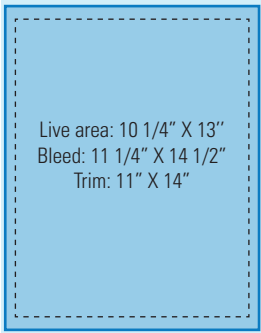


LIVE AREA

FULL PAGE

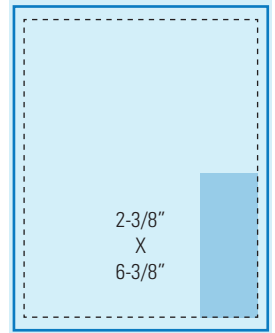
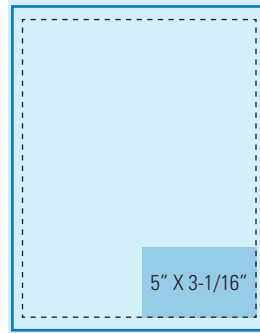
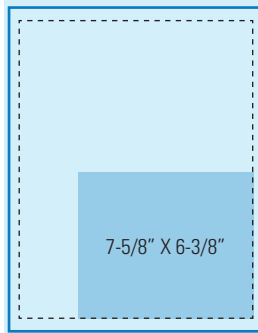
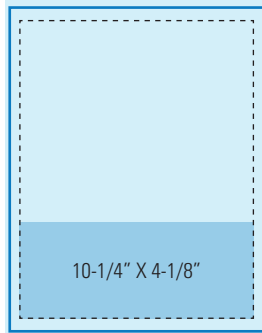
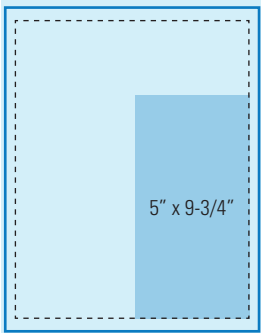
3/4 PAGE

1/2 PAGE



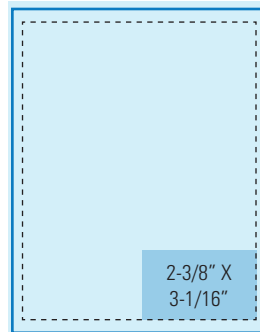
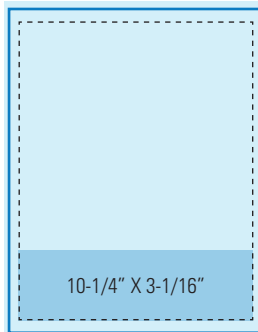
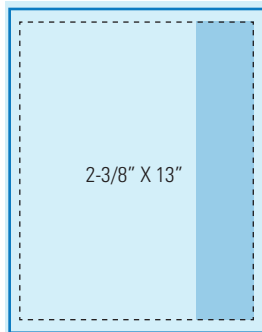
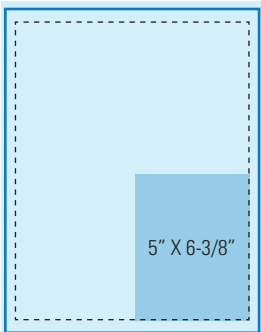
1/3 PAGE

1/8 PAGE



1/4 PAGE

1/16 PAGE



Contact Information

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

TANK TRANSPORT

The National Newspaper of the Liquid and Dry Bulk Transportation Industry



Since 1986

2020 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: December 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 24th

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: December 6, 2019

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 2020 Annual Conference & Exhibits-75th Anniversary.

May 3-5, 2020. Omni Shoreham. Washington, D.C.

Advertising Deadline: March 22nd

MAY Transport Tank and Container Cleaning

Internal tank cleaning and maintenance is an integral part of the transportation of chemical products and is very important when there is two-way hauling (backhauls), where between-loads cleaning is always required. When it comes to food grade products whether a hauler is transporting liquid milk, juice, or syrup, cleaning of the tanks is crucial for the transporter to provide safe loads. In addition some loads are very difficult to clean out completely and require additional expertise by the cleaning facility.

Advertising Deadline: April 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 22nd

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: June 22nd

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: July 24th

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 2020 Tank Truck Week-Oct. 6-8, 2020. Dallas, TX.

Advertising Deadline: August 24th

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: September 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: November 23rd.

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 20th of the preceding month.

For info on editorial and article submissions contact Jack Flanders jackf2@flash.net 512-667-6223



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.

Advertising Deadline December 6, 2019

- **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

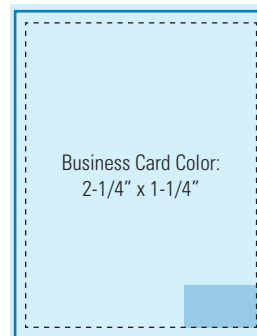
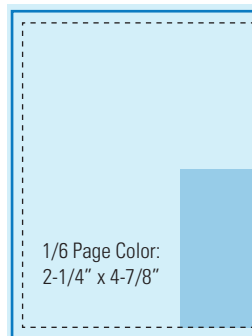
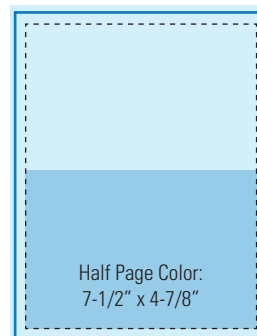
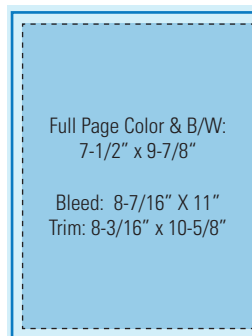
includes up to 10 company listings

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 December 6, 2019

Contact Information

GARY HIGHTOWER

gary@tanktransport.com

1-800-537-1320

TANK TRANSPORT

The National Newspaper of the Liquid and Dry Bulk Transportation Industry



Since 1986

2020 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/Shows on scroll down
News Ad Block	300x250px	\$500	Shows in the Middle of all Articles
Half Page Ad	600x300px	\$600	Shows Middle of Left Sidebar on the Homepage - Middle of Right Sidebar on Articles
Small Sidebar - Homepage	200x200px	\$300	Right Sidebar on Homepage/Shows on scroll down
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

GARY HIGHTOWER

gary@tanktransport.com

1-800-537-1320

TANK TRANSPORT



Since 1986

The National Newspaper of the Liquid and Dry Bulk Transportation Industry

TRADER

NEW PRODUCT DIGEST ADS

\$75.00 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.

\$685.00 (3 Inch ad)

Add'l inches \$75 ea.

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

\$535.00 (3 inch ad)

Add'l inches \$75 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**

Non-Contacting Screw-Type Rotors
A typical oil load of 15 PSI pressure at the slower 375 rpm and up to 1000 RPM requires 27 HP vs. Typical Dry Bulk Blowers 300-3 HP savings. **Tuthill Inc.**, Stamford, CT, (860) 415-8115, Fax: (860) 469-0302, name@tuthill.com, www.tuthill.com

Safety Bumps
Safety Pumping Systems (SPS) of San Diego, Calif., formally announced its new "Safety Bumps" product line at last month's Pacific Oil Conference exhibition in Reno, Nevada. **Safety Pumping Systems, LLC**, San Diego, CA (619) 530-8000, Fax: (619) 530-0901, name@sps.com, www.sps.com

Integra Series
TJ-250 (1-300) Series Suspension Integral axle and suspension design. Ride heights from 3.5 through 29 in. 5 year warranty. 25,000 and 30,000 lb capacity. **Walker & Chalmers, Inc.**, (800) 443-0226, Fax: (800) 809-1001, name@compagny.com, www.compagny.com

Security Cable Seal
This high Security **Flexigrip™** 2500 Cable Seal is one of the new Security Seal's Carlton Industries is now offering. This high security seal has a 1/8" galvanized aircraft cable with stock lengths of 10' or 15'. For tamper resistance, the cable unravels when cut. **Carlton Industries, La Grange, TX** (800) 331-5388, Fax: (800) 695-1001, name@compagny.com, www.carlton.com

WestMor Industries Truck Tanks Optimized for Safety and Quality
WestMor Industries, a Harsco, Milwaukee-based manufacturer of petroleum and liquid handling equipment, offers one of the industries safest and strongest truck tanks. WestMor Industries, Tulsa, OK (800) 992-8982, Fax: (800) 800-1002, name@westmor.com, www.westmor.com

Bolted Steel Sleeve Couplings
C & C Industries Bolted Steel Sleeve Couplings have been providing a superior level of quality & service to our customers since 1961. We carry a large inventory of Parker Hydraulic & Industrial Hose, Teflon on Hose, Dixon & Banair Hose Couplings. **Buildag Specialties, LTD.**, Okemah, TX (800) 444-8904, Fax: (800) 800-1002, name@compagny.com, www.compagny.com

Permacable Horizontal Lifeline System
For more information on the Permacable Horizontal Lifeline System, or any other SafetyBump leading-trail or fall-protection solutions, contact Tom Semkoste, Sales Manager, at (800) 801-7225 or tsemkoste@safefix.com, or visit www.safefix.com. **Safefix, Spartan, SC** (800) 761-7225, Fax: (800) 800-1002, name@compagny.com, www.compagny.com

Lechler Portable Spray Platform
The Lechler Portable Spray Platform is a fully self-contained spray package designed to enhance the performance of Lechler's precision spray application nozzles. The platform is part of Lechler's new "Plug & Spray" technology, an approach that simplifies quick and simple modular system-building capability. **Lechler Inc., St. Charles, IL** (800) 777-2016, Fax: (800) 800-1001, name@compagny.com, www.lechler.com

OPW Fueling Components
OPW Fueling Components, the global leader in commercial and retail fueling equipment, has announced that following a review by the Honda Department of Environmental Protection Bureau of Petroleum Storage Systems, its Model 71520 Vaportight Overfill Prevention Valve has been approved for overall sales in the State of Florida. **OPW Fueling Components, Inc.**, (800) 800-1002, name@compagny.com, www.opw.com

Blackmer LPG mobile Compressor
Blackmer LPG mobile compressor units play a vital role for HSE Gas in bringing bulk storage tanks to transport. **Blackmer Inc., Grand Rapids, MI** (616) 242-1617, Fax: (616) 862-2810, name@compagny.com, www.blackmer.com

HBD/Thermoid Vapor-Loc™
HBD/Thermoid, Inc. will introduce the new **MAJOR-LOC™** Tank Truck hose to attendees at the 2006 NACE/SPFI Show (National Association of Converter/Storage/Petroleum Equipment Institute) in Las Vegas, NV and NITC Show (National Tank Truck Carriers Show) in Nashville, TN. **HBD/Thermoid, Inc.**, Bellefonte, PA (817) 993-5030, Fax: (800) 800-1001, name@compagny.com, www.hbdthermoid.com

Ticklers
New Product Releases
1 col, X 3"
Include placement in:
1. Print publication
2. Digital publication (download service included)
3. Web site placement (download service included)
\$250.00
Includes PDF Download
\$1,050.00
Includes Video or Slide Show

FRONT PAGE STORY/INSIDE ADVERTISEMENT COMBOS (Print and Digital)

Front Page Tickler (3" of space minimum front page space including picture with maximum of 750 word story total) includes FULL PAGE COLOR AD within print and digital issue on page determined by publisher. **\$3,900.00 per issue. (Minus earned discounts)**

Front Page Tickler (3" of space minimum front page space including picture with maximum of 750 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. **\$4,300.00 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.**

Contact Information

GARY HIGHTOWER

gary@tanktransport.com

Phone: 1-800-537-1320 | Cell: 817-845-6301

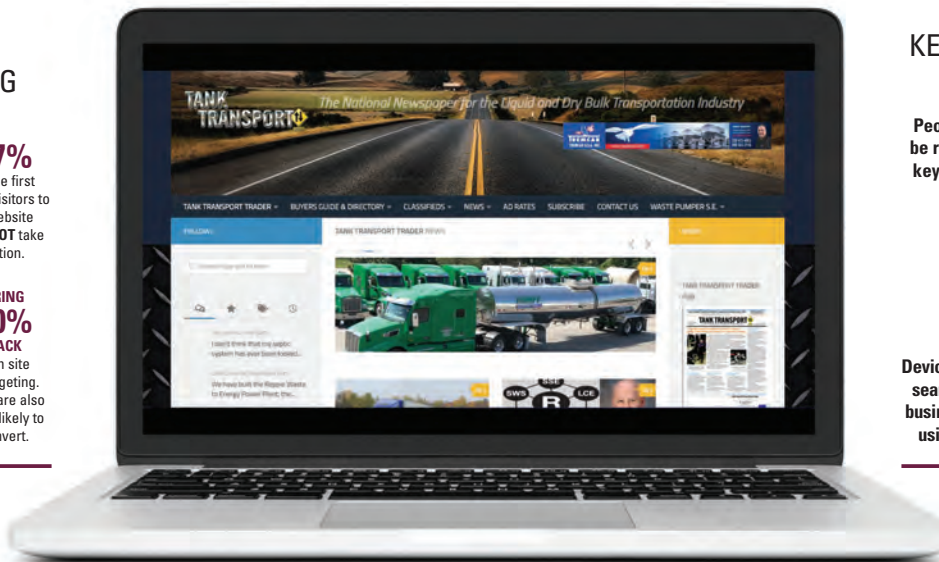
LIQUID AND DRY BULK DIGITAL MARKETING

SITE RE-TARGETING



97% of the first time visitors to a website will **NOT** take action.

BRING 70% BACK with site retargeting. They are also more likely to convert.



KEYWORD/SEARCH RETARGETING

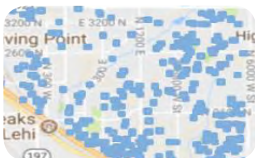
People looking on Google can be retargeted at a very specific keyword level for a fraction of the cost of adwords.

92% Programatic Retargeting performs the same as or better then search.

Device ID's and IP Addresses store search behavior allowing savvy businesses to retarget consumers using very Specific Keywords.

GEO-FENCING

Location, Location, Location. Geo-Fencing is a term used to describe precisely tageting customers at a specific location. This could be a Zip Code, Street or down to an address. Track engagement by Geo-Fence.



Target Tank Transport's subscribers at their work location, using address-level geo-fence technology.

WHEN WILL MY DIGITAL ADS BE SEEN?



- When they are reading about their favorite team
- When they are playing a game
- When they are checking the weather



"I'm at the doctor's office for a consultation browsing on my phone while I wait - I was just looking at cars this weekend and I am served an ad for a Dealership I haven't yet visited!"

These Ads Can Be Served: Email, Weather, Traffic, Gaming, Entertainment, Sports, News, Finance, Shopping, Fitness



Target potential buyers when they visit <http://tanktransport.com/>

DIGITAL PROGRAMMATIC STRATEGY

Unlimited Changes to all Keywords and Geo Fencing Tactics
- Ability To Adjust Focus within 48 hours

24/7 Realtime Online Reporting Link
- Keyword Retargeting
- Geo Fencing Key Areas
- Competitive Conquesting:
- Geo Targeting
- Site Retargeting

Programmatic Strategy:
To create brand awareness, encourage website traffic and increase enrollment. To promote core values and summer camps.

DOMINANT:
250,000 Impressions-\$8,000.00

COMPETITIVE:
125,000 Impressions-\$5,000.00

Contact Information

GARY HIGHTOWER

gary@tanktransport.com

Phone: 1-800-537-1320 | Cell: 817-845-6301