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 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.

<table>
<thead>
<tr>
<th>Aggregates</th>
<th>Feed/Flour/Grain</th>
<th>Paints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acids</td>
<td>Fertilizers</td>
<td>Pesticides</td>
</tr>
<tr>
<td>Asphalt</td>
<td>Grease</td>
<td>Petroleum Products</td>
</tr>
<tr>
<td>Aviation Fuels</td>
<td>Hazardous Waste</td>
<td>Plastics</td>
</tr>
<tr>
<td>Barite</td>
<td>Heating Oil</td>
<td>Potable Water</td>
</tr>
<tr>
<td>Cement</td>
<td>Inks</td>
<td>Recovered Oils</td>
</tr>
<tr>
<td>Chemicals</td>
<td>Liquid Waste</td>
<td>Salt Water</td>
</tr>
<tr>
<td>Compressed Gasses</td>
<td>Lubricants</td>
<td>Sand</td>
</tr>
<tr>
<td>Crude Oil</td>
<td>Milk &amp; Liquid Foods</td>
<td>Sewage Waste</td>
</tr>
<tr>
<td>Cryogenics</td>
<td>Organic Oils</td>
<td>Water</td>
</tr>
</tbody>
</table>

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 | Call: 817-845-6301
# 2020 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>COLOR RATES</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<td>$1,163.75</td>
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<tr>
<td>1/6 Page</td>
<td>$660</td>
<td>$627</td>
<td>$594</td>
<td>$561</td>
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<tr>
<td>1/8 Page</td>
<td>$630</td>
<td>$598.50</td>
<td>$567</td>
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<table>
<thead>
<tr>
<th>BLACK &amp; WHITE</th>
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<td>$1,993.50</td>
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<td>$1,079.50</td>
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<td>$1,016.50</td>
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<td>$909.50</td>
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<tr>
<td>1/4 Page</td>
<td>$840</td>
<td>$798</td>
<td>$756</td>
<td>$714</td>
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</tbody>
</table>

**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.

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**Contact Information**

GARY HIGHTOWER  
gary@tanktransport.com  
1-800-537-1320
PRINT ADVERTISING PRODUCTION SPECS

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"

1/2 PAGE
- 10-1/4" X 6-3/8"

1/3 PAGE
- 5" X 9-3/4"
- 10-1/4" X 4-1/8"

1/8 PAGE
- 7-5/8" X 6-3/8"
- 5" X 3-1/16"
- 2-3/8" X 6-3/8"

1/4 PAGE
- 2-3/8" X 13"
- 10-1/4" X 3-1/16"

1/16 PAGE
- 5" X 6-3/8"
- 10-1/4" X 3-1/16"
When it comes to food grade products whether a hauler is transporting way hauling (backhauls), where between-loads cleaning is always required. sand require special equipment.

Transport Tank and Container Cleaning
NTTC 2020 Annual Conference & Exhibits-75th Anniversary.
WPMA - Feb. 19-21: The Mirage Hotel, Las Vegas, NV
WWETT - Feb. 19-23: Indiana Convention Center, Indianapolis, IN

Transporter 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

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

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

Maintenance and Repair
Equipment must be kept up to the highest standards for transporters of liquid and dry bulk products.
Advertising Deadline: October 23rd

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 personal 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

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/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.
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.
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

<table>
<thead>
<tr>
<th>COMPANY LISTING</th>
<th>$145</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO INSERTION</td>
<td>$80</td>
</tr>
<tr>
<td>BUSINESS CARD AD</td>
<td>$370</td>
</tr>
</tbody>
</table>

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

Full Page Color & B/W: 7-1/2” x 9-7/8”
Bleed: 8-7/16” X 11”
Trim: 8-3/16” x 10-5/8”

Half Page Color: 7-1/2” x 4-7/8”

Business Card Color: 2-1/4” x 1-1/4”

ADVERTISING DEADLINE IS December 6, 2019

Contact Information

GARY HIGHTOWER
gary@tanktransport.com
1-800-537-1320
2020 WEBSITE RATES & SPECS

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>MAX DIMENSIONS</th>
<th>PRICE</th>
<th>POSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard - Header</td>
<td>468x60px</td>
<td>$750</td>
<td>Top of page on all pages</td>
</tr>
<tr>
<td>Sidebar Ad</td>
<td>300x250px</td>
<td>$450</td>
<td>Shows Top of Left Sidebar on the Homepage - Top of Right Sidebar on Articles/Shows on scroll down</td>
</tr>
<tr>
<td>News Ad Block</td>
<td>300x250px</td>
<td>$500</td>
<td>Shows in the Middle of all Articles</td>
</tr>
<tr>
<td>Half Page Ad</td>
<td>600x300px</td>
<td>$600</td>
<td>Shows Middle of Left Sidebar on the Homepage - Middle of Right Sidebar on Articles</td>
</tr>
<tr>
<td>Small Sidebar - Home</td>
<td>200x200px</td>
<td>$300</td>
<td>Right Sidebar on Homepage/Shows on scroll down</td>
</tr>
<tr>
<td>Sponsor Newsletter</td>
<td>600x200px</td>
<td>$500</td>
<td>Top of Monthly Newsletter</td>
</tr>
</tbody>
</table>

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
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1-800-537-1320
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

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
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LIQUID AND DRY BULK DIGITAL MARKETING

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

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.

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

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

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

DIGITAL PROGRAMMATIC STRATEGY

Contact Information

GARY HIGHTOWER
gary@tanktransport.com
Phone: 1-800-537-1320 | Cell: 817-845-6301