

Redefining *the* Road

The official magazine of the Women In Trucking Association

2018 MEDIA KIT



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Published by:

MindShare Strategies, Inc.
9382 Oak Ave.
Waconia, MN 55387 USA

For more information and to place advertising:

Carleen Herndon,
Vice President, Business Development
Women In Trucking Association
888-464-9482
Carleen@WomenInTrucking.org



Dear WIT Members and Colleagues,

The mission of the Women In Trucking Association is to “encourage the employment of women in the trucking industry, to promote their accomplishments and to minimize the obstacles they face.” One of the ways you can directly tie your organization to this mission is through an advertising and thought leader strategy in our official magazine, ***Redefining the Road***.

This magazine reaches thousands of members of the association, and even more decision-makers and influencers within the industry who are stakeholders in this critical mission. ***Redefining the Road*** magazine is committed to educating our readership on all important issues affecting women in our industry. Our readers are in diverse roles that range from Leadership, Operations, and Safety to HR/Talent Management, and Sales and Marketing.

The magazine will be distributed three times in 2018 to not only our entire membership of corporate professionals and managers, professional drivers, students, and other key stakeholders, but also will be distributed at many industry events – including the Mid-America Trucking Show March 22-24 in Louisville, Ky., The Great American Trucking Show Aug 23-25 in Dallas, and the Accelerate! Conference & Expo Nov. 12-14 in Dallas.

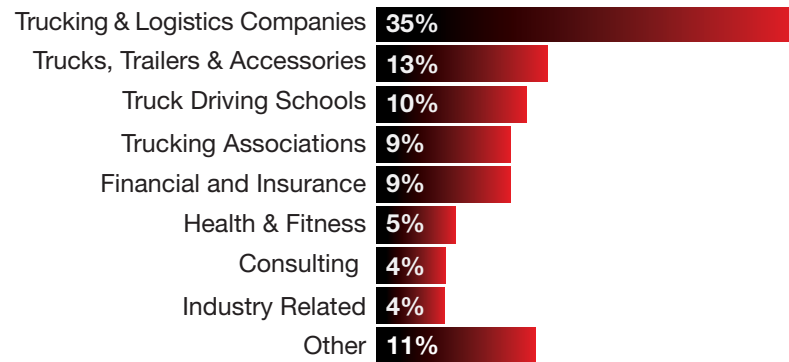
Through a well-defined editorial mission and a targeted readership, ***Redefining the Road*** has evolved into an award-winning magazine with loyal, captive readers that will help to build your brand, your reputation, and your business. There’s no other way to more effectively tie your brand directly to the important issue of gender diversity in North American transportation!

Thanks for your support,

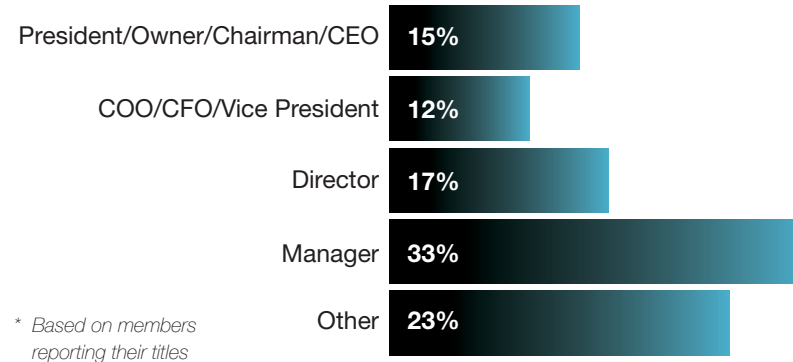
Ellen Voie, President and CEO
Women In Trucking

READERSHIP DEMOGRAPHICS

Industries



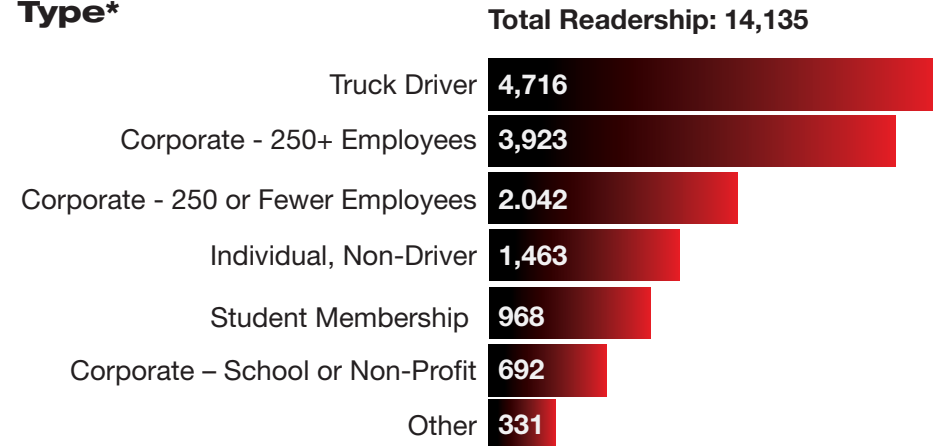
Titles*



Gender



Type*



* Includes print and digital readership, and estimated pass-along readership.

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A PEEK AT CORPORATE MEMBERS

AAA School of Trucking	Bestpass	Conversion Interactive Agency	FleetSeek	JobsInLogistics.com
ABF Freight System	Bestway Express	Covenant Transport	Food Services of America	JOC Group
Acacia Institute	Bibby Transportation Finance	Cowan Systems	Fox Valley Technical College	Kansas Motor Carriers Association
Accruit	Big Rig Driving Academy	Crete Carrier Corporation	FreyMiller	Kenworth Truck Company
ACUITY	BigRoad	Crop Production Services	Georgia Tank Lines	Kingsway Transportation System
Air-Weigh	Blue Edge Marketing	CRST International	GHC Services	Knichel Logistics
Airodyne	Bobit Business Media	CSA Advisors	Giltner	KRTS Transportation Specialists
Airtab	Bose Ride	Cummins	Giltner Logistic Services	L.W. Bonney and Sons
Alisam Transportation Solutions	Brakebush Transportation	D&D Transportation Services	GNR Enterprises	LadyTruckDrivers.com
Aljex Software	Brenny Transportation/Brenny Specialized	Dart Transit Company	Gordon Food Service	Lake Cumberland CDL Training School
ALK Technologies	Bulk or Liquid Transport, LLC (BOLT)	DAT Solutions	Great American Insurance Group	Landstar Transportation Logistics
All-State Express	C.A.T.	Davis Express	Great West Casualty Company	LaunchIt Public Relations
Allready Logistics	C.L. Services	DB Squared	Group1201	Linamar Transportation
AM Fleet Chemicals	C.R. England	DC Velocity	H.O. Wolding	Liquid Transport Corp.
American Logistics Aid Network	CalArk Trucking Company	Dixon Insurance	Hadley	Logistics Quarterly
American Petroleum Institute	Calhoun Truck Lines	Dot Transportation	Hamrick School	Long Beach City College
American Transportation Research Institute	California Construction Trucking Association	DPF Cleaning Specialists	HELP Inc. - Provider of PrePass	LTT Trucking
American Truck Historical Society	California Trucking Association	Drive My Way	Heniff Transportation Systems	MacKay & Company
Andy Transport	Cape Fear Transport	DriverSource	HNI Risk Services	MacKinnon Transport
Aon Risk Solutions	Cargo Transporters	DriveWyze	Howes Lubricator	MacroPoint
Apex Capital Corp.	CarriersEdge	Driving Ambition	Hub Group	Marquette Transportation Finance
Arctic Express	Carter Express	DTX	IM-SAFE	Marvin Keller Trucking
Armour Transportation Systems	Centerline	E.A. Dion	IMMI	Maverick Transportation
Arrow Truck Sales	Central Tech Transportation & Safety Education	Eaton	Independence Transportation	MBH Trucking
ASR Solutions	Century College	Enoble Business Capital	Indiana Motor Truck Association	McLeod Software
ATA's Technology & Maintenance Council	Cheetah Software Systems	EPES Transport System	Industrial Transport Services	Meadow Lark Companies
Averitt Express	Clark Transfer	Estes Express Lines	Innovative Access Solutions	MegaCorp Logistics
Badger Utility	Cline Wood Agency	Eve-n-Sol	InterAtlas Logistics	Meijer
Balch Logistics	Cobalt Transport Service	Evilsizor Process Servers	International Society of Recruiting & Retention Professionals	Meritor
Barton Endeavors	College of Southern Maryland	Expediter Services	Interstate Truck Driving School	messageLOUD
Benesch, Friedlander, Coplan, & Aronoff	Commercial Vehicle Safety Alliance	Fairway Transit	ITS Compliance	Metropolitan Community College
Bennett International Group	ContainerPort Group	FirstFleet	J. J. Keller & Associates	Midwestern Transit Service
		FirstLine Funding Group	J.S. Helwig & Son	
		Fleet Engineers	JBS Carriers	

(Continued)

A PEEK AT CORPORATE MEMBERS

Minnesota Trucking Association	P&B Trucking	Road Transport Forum N.Z.	Sustainable America	Trucker Path
MinuteClinic, CVS Caremark	Packard Logistics	Roadmaster Driver School	T&K Logistics	Trucker Therapy
Mississippi Trucking Association	Paschall Truck Lines	Robinson Decorative Stone	Taxation Solutions	Trucker's Choice
Motor Transport Underwriters	Patriot Lift Co.	Roehl Transport Inc.	Taylor & Associates, Attorneys at Law	Trucking HR Canada
Motoring Matters Magazine Group	Pegasus Transtech	Ruan Transportation	Tennessee Trucking Association & Foundation	Trucking Industry Defense Association
Mountain Transport Institute	Penske Logistics	Rumberger, Kirk & Caldwell	The Grimes Companies	Truckload Carriers Association
Mustang Expediting	Peoplease	S & E Productions	The Trucker	Truckstop.com
NAL Insurance	PeopleNet	S K Long Enterprises	Transportation Marketing & Sales Association	TVC Pro-Driver
National Association of Publicly Funded Truck Driving Schools	Perfect Transportation	S-2international	TMW Systems	uFollowit
National Association of Small Trucking Companies	Peterbilt Motors Company	SAF-HOLLAND	Total Transportation of MS	Ullman Oil Company
National Carriers	Pilot Flying J	SafeKey Corporation	Trailer Wizards	Unify Health Services
National Road Carriers	Pinellas Technical College	SAGE Truck Driving Schools	Transmark Logistics	United Road Services
National Tractor Trailer School	PITT OHIO	Sawgrass Logistics	Transport America	University of Wisconsin - Superior
National Truck League	Plantronics	Schneider	Transport Topics	Upper Canada Truck Sales
National Women Business Owners Corporation	Porteo Group	Scott Community College	Transport Women Australia	UPS State Government Affairs
Nationwide Transportation and Logistics Services	Pratt Logistics,	Scott Logistics Corporation	Transportation Center for Excellence	Urgent Care Travel
Navistar	Precision Pulmonary Diagnostics	Sentry Insurance	Transportation Intermediaries Association	USA Truck
National Defense Transportation Assn.	Premier Transportation	Service First Distribution	TranStewart Trucking & Logistics	UTi - DSV
New England Kenworth	Pride Group Logistics	Shell Rotella	TranStrategy Partners,	Utility Trailer Manufacturing
North Central Kansas Technical College	Pride Transport	Simplot Transportation	Tranzliquid Logistics	Velvac
Northwest Trucking Academy	Prime	SleepSafe Drivers	TravelCenters of America/Petro Stopping Centers	Veriha Trucking
NZ Trucking Association	Progressive Truck Driving School	Smith & Solomon Training Solutions	Tri Star Freight System	Vertical Alliance Group
Oak Harbor Freight Lines	Prosperio Group,	Southeastern Freight Lines	Tri-National	Vigillo
Old Frontier Family	Quality Carriers	Southern State Community College Truck Driving Academy	Trimac	Volvo Trucks North America
Ontario Truck Training Academy	R&R Trucking	Sprint	TrucBrush Corporation	Wabash National
Orange Commercial Credit	R+L Global Logistics	St. Christopher Truckers Development & Relief Fund	Truck City of Gary	Waller Truck Co.
Otto Transfer	Rand McNally	StageCoach Cartage Distribution	Truck Writers	Werner Enterprises
Over The Road-Canada	Ranger Enterprises	Star Fleet Trucking	TruckDriver.com	Wisconsin Motor Carriers Assn.
Owner Operator DIRECT	Rediehs Freightlines	Strategic Programs	TruckDrivingJobs.com	Woolly
Owner-Operator's Business Assn. of Canada	Republic Services	Suburban Seating & Safety	Trucker Charity	Wyoming Trucking Association
	Retread Tire Association	Suburban Truck Driver Training School		XPO Logistics
	Revere Transportation Solutions	Sunrise Transport		YRC Worldwide - YRC Freight
	RFX, Inc			
	Rihm Kenworth			

2018 EDITORIAL CALENDAR

ISSUE	LEADERSHIP	OPERATIONS	HR/TALENT MANAGEMENT	SALES/ MARKETING	LIFE ON THE ROAD	RESOURCE GUIDE	AD CLOSE	MATERIALS DUE
Edition 1 (March)	Top Women-Owned Businesses	Creating Productivity in the Workplace	Female Driver Recruiting & Engagement	Successful Sales in a Male-Dominated Industry	Achieving Work/Life Balance	Human Resources & Talent Management	Jan. 19	Feb. 2
Edition 2 (July)	Top Women in Transportation to Watch	Identifying & Addressing Sexual Harassment	Understanding and Improving Early Stage Driver Turnover	Gender's Impact on "The Buyer's Journey"	Staying Safe on the Road	Technology Solutions	May 25	June 8
Edition 3 (November)	How Women Hold Themselves Back & What to Do About It	Top Companies for Women to Work For	Cultivating a Culture of Respect	How to Create a Campaign that Appeals to Women	Healthy Living on the Road	3PLs, Transportation and Logistics Providers	Aug. 10	Aug. 24

Content subject to change

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Women In Trucking was established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles they face.

Gold Partners



Silver Partners



Bronze Partners



RATES FOR 2018

RATES (Black and White Only)

Ad Size	1x Rate	2x Rate	3x Rate
2-Page Spread	\$3210	\$3110	\$3010
Full Page	\$2080	\$1980	\$1880
2/3 Page	\$1680	\$1580	\$1480
1/2 Page Island	\$1330	\$1230	\$1130
1/2 Page Horz.	\$1230	\$1130	\$1030
1/3 Page	\$970	\$920	\$850
1/4 Page Banner	\$780	\$730	\$660
1/4 Page Horz.	\$780	\$730	\$660
1/4 Page Vert.	\$780	\$730	\$660
1/6 Page	\$660	\$610	\$540
1/8 Page Horz.	\$540	\$490	\$410
1/8 Page Vert.	\$540	\$490	\$410

COVER POSITIONS (Includes Color)

Outside Back	\$4220	\$4120	\$4020
Inside Front	\$3590	\$3490	\$3390
Inside Back	\$3590	\$3490	\$3390

Cover space available on a first-come, first-serve basis and must be secured in writing, and therefore is non-cancelable.

For more information and to place advertising:

Carleen Herndon • 888-464-9482 • Carleen@WomenInTrucking.org

COLOR RATES

One Process Color*	\$550
Four Process Color**	\$850

*Process colors—yellow, cyan or magenta plus black

**Publisher cannot guarantee exact match.

No charge for bleeds, color match, proofs. Only full-page and spread ads can include bleeds. Fractional bleed ads are not available.

Guaranteed Position Please add 15% of b&w rate.

Advertising Agencies Please add your commission to these published rates, all rates are net.

Terms of payment due upon receipt of invoice.

Add 2% per month interest on accounts over 30 days.

Complete poly-bagging and insert services are available upon request.

DEADLINES:	Edition 1	Edition 2	Edition 3
Advertising Close Date	Jan. 19	May 25	Aug. 10
Ad Files/Materials Due	Feb. 2	June 8	Aug. 24
Publish Date	Mar. 9	July 19	Nov. 1

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high-quality (300 dpi minimum), press-ready PDF file. Ensure that all fonts have been embedded and all color has been converted to CMYK.

Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software: Adobe CS (InDesign, Illustrator, Photoshop and Acrobat).

See deadlines on page 7.

Email files to Carleen@WomenInTrucking.org

Insertion Order to Include with Ad Files

> [Click here to download an insertion order](#)



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Full Page W. 7 x H. 9 1/2	2/3 Page Vertical W. 4 5/8 x H. 9 1/2	1/2 Page Horizontal W. 7 x H. 4 5/8	1/2 Page Vertical W. 4 5/8 x H. 7
1/3 Page Square W. 4 5/8 x H. 4 5/8	1/3 Page Horizontal W. 7 x H. 3	1/3 Page Vertical W. 2 1/8 x H. 9 1/2	1/4 Page Banner W. 7 x H. 2 1/8
1/4 Page Horizontal W. 4 5/8 x H. 3 3/8	1/4 Page Vertical W. 3 3/8 x H. 4 5/8	1/6 Page Horizontal W. 4 5/8 x H. 2 1/8	1/6 Page Vertical W. 2 1/8 x H. 4 5/8
1/8 Page Horizontal W. 3 3/8 x H. 2 1/8	1/8 Page Vertical W. 2 1/8 x H. 3 3/8		

Live Space 7 by 9 1/2

Trim Space 8 3/8 by 10 7/8

DPS 17 by 11 1/8

Bleed 8 5/8 by 11 1/8

*All measurements are in inches