

Redefining *the* Road

Edition 3 | 2018

The official magazine of the Women In Trucking Association

HITTING THE MARK: 2018

TOP 50 COMPANIES FOR WOMEN TO WORK FOR IN TRANSPORTATION

INSIDE...

- FOSTERING DIALOGUE**
About Gender Diversity
- Traits for SUCCESS**
- Driver Campaigns for MILLENNIALS**
- Managing Holiday Stress**
- SAME-GENDER TRAINING POLICY**
- I ♥ Trucking PHOTO CONTEST WINNERS**



2019 MEDIA KIT

Redefining *the* Road

The official magazine of the Women In Trucking Association



2019 MEDIA KIT

Published by:

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

For more information and to place advertising:

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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. Tie your organization to this mission through advertising and thought leadership strategy in our official magazine, *Redefining the Road*.

This magazine provides thought-provoking content that helps to educate the market and encourage gender diversity. It also will recognize Top Women to Watch (Edition 1), Top Women-Owned Businesses (Edition 2), and Top Companies for Women to Work For (Edition 3).

This magazine and related channels reach thousands of members of the association and 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 2019 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 in March in Louisville, Ky., and the *Accelerate!* Conference & Expo in November in Dallas.

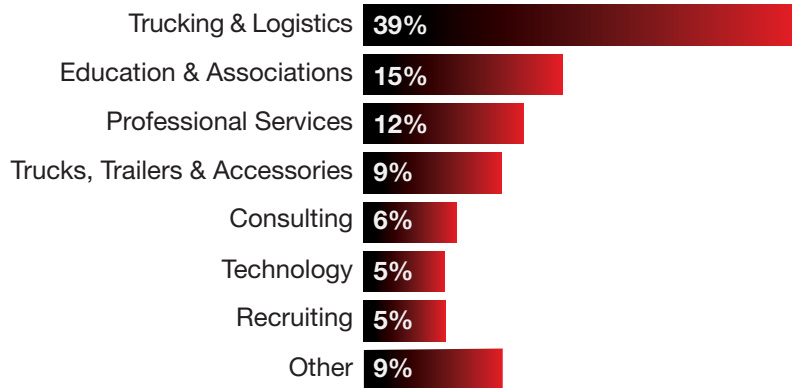
Through a well-defined editorial mission and a targeted readership, *Redefining the Road* has evolved into an award-winning magazine with loyal, captive readers that will help to build your brand, your reputation, and your business. There's no other way to more effectively tie your brand directly to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

Thanks for your support,

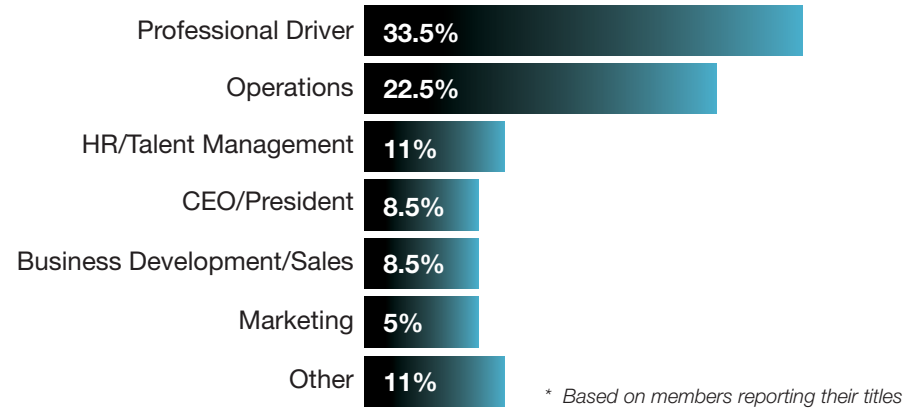
Ellen Voie, President and CEO
Women In Trucking

READERSHIP DEMOGRAPHICS

Market Segment



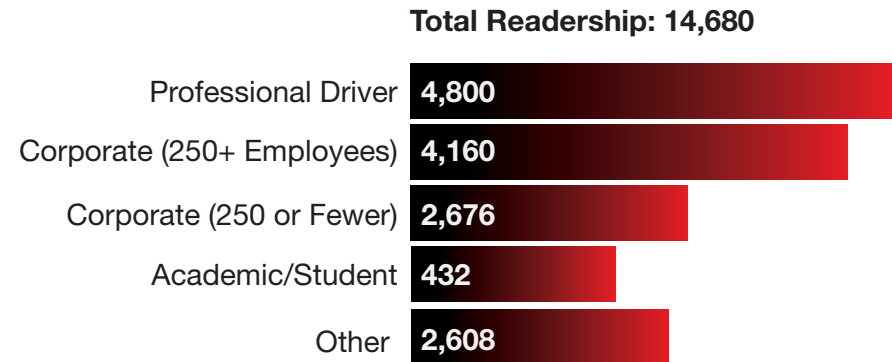
Titles*



Gender



Type*



* Print and digital readership includes nearly 4,000 WIT members as well as pass-along readers and online readers.

A PEEK AT CORPORATE MEMBERS

ABF Freight	Bolt Express	Daseke Inc.	Fuso New Zealand Limited	Kansas Motor Carriers Association
ACUITY	Brenny Transportation, Inc.	DAT Solutions	Garner Trucking Inc	KeepTruckin
Ag Trucking Inc	Bulk or Liquid Transport, LLC (BOLT)	Davis Express, Inc.	Georgia Tank Lines, LLC	Kenco
AGT Global Logistics	C.A.T.	Day & Ross Transportation Group	Giltner Logistic Services, Inc.	Kenworth Truck Company
Air Products	C.L. Services, Inc.	DC Velocity	GNR Enterprises	Kirkwood Community College
Airodyne Industries Inc.	CalArk Trucking Company	Dedicated Systems	Gordon Food Service	Klamath Community College
Airtab, LLC	Calhoun Truck Lines	Delivery Express, Inc.	Great West Casualty Company	Knichel Logistics
Alexandria Technical & Community College	California Trucking Association	Design Transportation	Group1201	KRTS Transportation Specialists, Inc.
All State Express, Inc.	Capacity Southeast Agency, LLC	DISA Global Solutions, Inc.	Gulick Logistics	Ladybird Logistics Limited
Amazon	Cargo Transporters, Inc.	Diversified Transfer & Storage	Gully Transportation	Lake Cumberland CDL Training School
American Central Transport	CarriersEdge	Dixon Insurance Inc	H.O. Wolding, Inc.	Lakeside International Trucks
American Fleet Chemicals	CDLjobs.com	Dock411	Hamrick School	Landstar Transportation Logistics, Inc.
American Logistics Aid Network (ALAN)	Celadon Trucking	Dot Transportation, Inc.	Hawkeye Community College	LaunchIt Public Relations
American Petroleum Institute	Centerline	DPF Cleaning Specialists Ltd.	Healthy Trucking Assoc. of America	Liberty Career Finance, LLC
American Transportation Research Inst.	CFI	Drew Eckl & Farnham, LLP	HELP Inc. - Provider of PrePass	Linamar Transportation Inc.
American Truck Dealers (ATD)	Cheetah Software Systems	Drive My Way	Heniff Transportation Systems, LLC	Load To Ride Transportation
American Truck Historical Society	Citadel Fleet Safety	DriverReach, LLC.	Hirschbach Motor Lines	LoadDocs
AMG Peterbilt	Clark Transfer	DriverSource, Inc.	HNI Risk Services, Inc.	LoadTrek
Andy Transport Inc.	ClassADrivers.com	Drivewyze	Holland, Inc.	Lodgewood Enterprises Ltd
Aon Risk Solutions	Coldiron Companies	DTX	Hot Shot's Secret	Logiflex Inc
Apex Capital Corporation	College of DuPage	Dupre Logistics	Howes Lubricator	Logistic Dynamics Inc.
Applied Clinical Education	College of Southern Maryland	E.A. Dion, Inc.	Hub Group	Logistics Quarterly
Aria Logistics LLC	Colorado Motor Carriers Association	Eaton	Hudson Insurance Group	Longhaul Trucking Co.
Armour Transportation Systems	Commercial Driving School	EPES Transport System, Inc.	Intermodal Assoc. of North America	Lucas Logistics Inc.
Ashley Distribution Services	Commercial Vehicle Safety Alliance	Equinox Business Solutions	Idealease of Atlanta, LLC	Luma
ASR Solutions LLC	Conversion Interactive Agency, LLC	EROAD	IMMI	M&M Cartage
ATA's Tech. & Maintenance Council	Convoy Inc	Estes Express Lines	Indiana Motor Truck Association	Marvin Johnson & Associates, Inc.
Atlantic Coast Trucking	CoreFund Capital	ExamVIP, Inc.	Industrial Transport Services, LLC	Marvin Keller Trucking
Averitt Express	Corrigan Moving Systems	Fairway Transit, Inc.	Insight Technology, Inc DBA - Factorloads	Maverick Transportation, LLC
Avey Transportation	Covenant Transport	FedEx Custom Critical	International Express Trucking, Inc.	May Trucking Company
BAL Material Hauling	Craftsmen Utility Trailer	FindATruckerJob.com	International Transportation Services Inc.	McLeod Software
Balch Logistics, LLC	Crestwood Transportation LLC	FirstFleet, Inc.	International Trucking School of Michigan	Meijer Logistics LLC
Belt & Bruner, P.C.	Crete Carrier Corporation	FirstLine Funding Group	Interstate Carrier Xpress, Inc.	Midwest Transport, Inc.
Bennett International Group	Crop Production Services, Inc.	FitnessWorkz	Interstate Truck Driving School	Midwest Truck Driving School
Bibby Transportation Finance	CRST International, Inc.	FITWIN	J. J. Keller & Associates, Inc.	Midwestern Transit Service Inc.
Blich Westley, S.C.	Cummins Inc.	FlowBelow Aero, Inc.	Jack Gray Transport, Inc	Milestone
Blue Beacon Truck Washes	CWRV Transport	Fontaine Fifth Wheel Company	Jeff Foster Trucking	MilFed Trucking, Inc.
Blue Dolphin Transport Inc.	D.W. Story & Associates, Inc.	Food Services of America	Jenny Tipping-CPC Trainer	Miller Intermodal Logistics Services
Blue Edge Marketing Ltd.	D&D Transportation Services Inc	Foreman Bros., Inc.	JobsInLogistics.com	MindShare Strategies, Inc.
Bobit Business Media	Daimler Truck Financial	Fox Valley Technical College	JOC Group Inc.	
Bolt Custom Trucks	Dart Transit Company	Freedom Truck Finance	JX Enterprises	

(Continued)

A PEEK AT CORPORATE MEMBERS

Minnesota Trucking Association	Parkway Transport, Inc.	Rush Enterprises	Tennessee Trucking Assn. & Foundation	TrueLifeCare
Mississippi Trucking Association	Paschall Truck Lines, Inc.	S & E Productions, LLC	Tenstreet, LLC	Tyre Protector (North America) Inc.
Mister P Express, Inc.	Pass My Physical	S-2international LLC	The Anderson-DuBose Company	U.S. Xpress, Inc.
Mitchell Technical Institute	Patriot Lift Co LLC	SafeKey Corporation	The Body Connections LLC	Uber Freight
Mode Transportation	Patterson Joint Unified School District	Saia, Inc.	The National Transportation Institute	United Road Services
Mother Trucker Yoga	Pedigree Technologies	Sawgrass Logistics	The Ryan Group (Ryan Transportation, Inc.)	University of Wisconsin - Superior
Motherload Transport Services Inc.	Pegasus Transtech LLC	Schenck	The Trucker	UPS State Government Affairs
Motoring Matters Magazine Group	PEIR Inc.	Schneider	The Wenger Group	US Foods
NAL Insurance	Penske Logistics	Scott Community College	Thomas E. Keller Trucking Inc.	Utility Trailer Manufacturing Company
National Assoc. of Independent Truckers	PeopleNet	Scott Logistics Corporation	Tire Retread & Repair Information Bureau	V&S Midwest Carriers Corp.
NASTC	Perfect Transportation, LLC	Sentry Insurance	Tomorrows Online Marketing	Velvac
National Carriers, Inc.	Peterbilt Motors Company	Sharp Transport, Inc.	Total Transportation of MS LLC	Veriha Truck Driving Academy
National Road Carriers Inc.	Pima Community College	Shasta Siskiyou Transport dba SST Oil	Towing and Recovery Assoc. of America	Vigillo, LLC
National Tractor Trailer School	PITT OHIO	Sheehy Mail Contractors, Inc.	Trailer Transit	Vnomics Corp.
National Transportation Center	Powersource Transportation, Inc	Shell Rotella	Trailer Wizards Ltd.	Volvo Trucks North America
National Women Business Owners Corp.	Precision Freight Corp	Simplot Transportation	TransForce	VSA PlugSaver
Nationwide Transportation and Logistics Services Inc.	Premium Transportation Logistics	SiriusXM Radio	Transmark Logistics, LLC	Wabash National
Navistar, Inc.	Prime Inc.	SkyBitz	Transport America	Waller Truck Co., Inc.
National Defense Transportation Assoc.	Professional Transportation Services Inc.	Smith Transport	Transport Futures	Waukesha County Technical College
Newton Transport	Program Transportation, Inc.	Solutionsa AE Inc	Transport Topics	WEL Companies, Inc.
NFI	Progressive Truck Driving School project44	Southeastern Freight Lines	Transport Women Australia Ltd	Wellington F Roemer Insurance, Inc.
North Central Kansas Technical College	ProMiles Software Development	Specialized Carriers & Rigging Assoc.	Transportation Intermediaries Assoc.	Wells Fargo Equipment Finance
North Central Utility	Psychemedics Corporation	Stafford Financial Consulting Group	Transportation Marketing & Sales Assoc.	Western Star Trucks Sales, Inc.
Northampton Community College	Quality Distribution	Star Fleet Trucking, Inc.	Transreg Compliance Solutions (TCS)	Western States Trucking Association
Nuverra Environmental Solutions	Queensland Trucking Association	Star Leasing	Transtex	Williams NationalLease
NZ Trucking Association	Quest Trucking	State of Illinois' Bus. Enterprise Program	TranTrain	Wind River Environmental
Oak Harbor Freight Lines	Quick-Way, Inc.	Staver Accident Injury Lawyers, P.C.	TranStrategy Partners, Inc.	WinTransport LLC
Oberg Freight	RadioNemo of North America	Stay Metrics	TravelCenters of America	Wired Truck
OhioMeansJobs	Rand McNally	Stoops Freightliner-Quality Trailer	Tri Star Freight System, Inc.	Wisconsin Indianhead Technical College
Geauga County Job & Family Services	Raven Transport	Straight 8 Logistics, Inc.	Tri-National Inc.	Wisconsin Motor Carriers Association
Old Dominion Freight Line	Red Classic Transportation	Studinski Law, LLC	Tri-State Motor Transit Co.	Women in Propane
Old Frontier Family, Inc.	Republic Services	Suburban Seating & Safety	Trimac	Women's Business Development Center
Omnitracs	Retread Tire Association	Sunrise Bedding/The Pillow Topper	Trinity Logistics	Woolly
Ontario Truck Training Academy	Rihm Kenworth	Sunrise Transport Inc.	TrucBrush Corporation	Wyoming Trucking Association
OTR Capital LLC	Road Transport Forum N.Z.	SupplyChainBrain	Truck Writers Inc.	Xypper Software Inc.
Otto Transfer Inc.	ROAR for Good LLC	Swan Transportation Services	TruckDriver.com	YRC Freight
Over The Road-Canada	Roehl Transport Inc.	T Brothers	Trucking HR Canada	ZF - Commercial Vehicle Technology
OBAC	Rolling Strong	TALKE USA	Trucking Industry Defense Association	Zonar
P&B Trucking Inc.	Ruan Transportation	Tax2290.com, a product of ThinkTrade	Truckload Carriers Association	
PAR Trucking, Inc.	Rumberger, Kirk & Caldwell	Taylor & Associates, Attorneys at Law ten20	Truckstop Ministries, Inc.	
			Truckstop.com	

2019 EDITORIAL CALENDAR

ISSUE	LEADERSHIP	OPERATIONS	HR/TALENT MANAGEMENT	SALES/ MARKETING	LIFE ON THE ROAD	NEWS BRIEFS	AD CLOSE	MATERIALS DUE
Edition 1 (March)	Top Women to Watch in Transportation	Industry Outlook 2019	Driver Recruiting & Retention	Effective Goal-setting	Straight Talk With Veteran Drivers	<i>Accelerate!</i> Recap Image Team Activity Book WIT Updates	Jan. 30	Feb. 8
Edition 2 (July)	Tips for Starting Transportation Business/ Top WBEs	Tips for Running/ Working in Family Business	How to Manage Change in the Workplace	How to Be a Better Negotiator	Taking the Scenic Route: Highlights From Life on the Road	“Distinguished Woman in Logistics” Salute U.S & Canada Image Team Update Foundation Update	May 31	June 14
Edition 3 (November)	Top Companies For Women to Work For in Transportation	Gender-friendly Fleet Operations	What Makes a Great Workplace?	Marketing to Women	Technology Tools For Women Drivers	Photo Contest Richard Crane Truck Show Foundation Update (Scholarships)	Sept. 13	Sept. 25

Content subject to change

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The official magazine of the Women In Trucking Association



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



Transportation Finance



Silver Partners



Uber Freight



Bronze Partners



SPECIAL OPPORTUNITIES FOR BUILDING YOUR REPUTATION

Redefining the Road magazine features a “Top List” in every edition in 2019. Take advantage of these opportunities to build your brand and reputation through strategic nomination through any of these programs.

Edition 1: Top Women to Watch in Transportation



Do you know of an accomplished woman in this industry who exemplifies Women In Trucking's mission? Nominate a worthy candidate from your own company or yourself!

Nomination Deadline: Jan. 10, 2019

Edition 2: Top Women-Owned Businesses



If your company is owned by a woman and demonstrates solid business practices and success, then formally nominate your organization and gain the recognition you deserve.

Nomination Deadline: March 22, 2019

Edition 3: Top Companies for Women to Work For



Has your company created a culture that encourages gender diversity? Create a formal nomination and let the industry vote. Top companies will be recognized at the 2019 *Accelerate!* Conference.

Nomination Deadline: May 10, 2019

RATES FOR 2019

RATES (Black and White Only)

Ad Size	1x Rate	2x Rate	3x Rate
2-Page Spread	\$3300	\$3200	\$3100
Full Page	\$2125	\$2050	\$1950
2/3 Page	\$1750	\$1650	\$1550
1/2 Page Island	\$1375	\$1275	\$1175
1/2 Page Horz.	\$1275	\$1175	\$1075
1/4 Page Banner	\$780	\$730	\$660
1/4 Page Horz.	\$795	\$750	\$695
1/4 Page Vert.	\$795	\$750	\$695

COVER POSITIONS (Includes Color)

Outside Back	\$4350	\$4250	\$4150
Inside Front	\$3700	\$3600	\$3500
Inside Back	\$3700	\$3600	\$3500

Cover space available on a first-come, first-served basis and must be secured in writing, and therefore is noncancelable.

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. 30	May 31	Sept. 13
Ad Files/Materials Due	Feb. 8	June 14	Sept. 25
Publish Date	Mar. 20	July 24	Nov. 13

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 8.

Email files to Carleen@WomenInTrucking.org

Insertion Order to Include with Ad Files

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



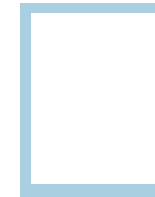
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Ad Sizes



2-Page Spread
W. 16 3/4 x H. 10 7/8
(Trim Space)



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



1/4 Page Banner
W. 7 x H. 2 1/8



1/4 Page Vertical
W. 3 3/8 x H. 4 5/8



1/4 Page Horizontal
W. 4 5/8 x H. 3 3/8

**All measurements are in inches*

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