



**ENGAGE OUR EDITORS**

Thi Dao / Lexi Tucker

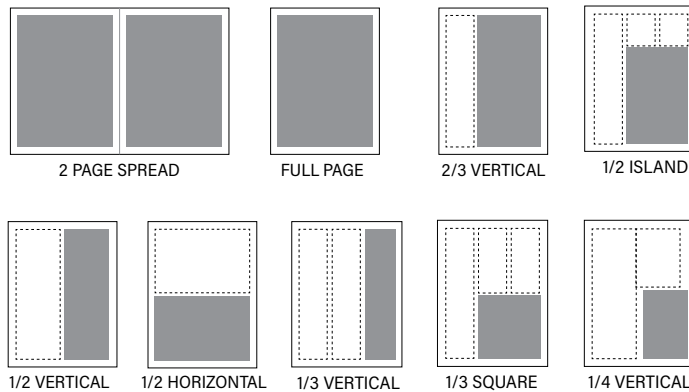
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# CONTENT, DEADLINES & RATES

## EDITORIAL CALENDAR

ISSUE	JAN/FEB	MAR/APR	MAY	JUN	JUL/AUG	SEP	OCT	NOV/DEC
<b>EDITORIAL FOCUS</b>	<ul style="list-style-type: none"> <li>Clean Vehicles &amp; Technology</li> <li>Mobility/Asset Sharing</li> </ul>	<ul style="list-style-type: none"> <li>Data Management</li> <li>Parts Management</li> </ul>	<ul style="list-style-type: none"> <li>Outsourcing/Insourcing</li> <li>Fuel Management</li> </ul>	<ul style="list-style-type: none"> <li>Staff Development</li> <li>Procurement</li> </ul>	<b>The Honors Issue</b> <ul style="list-style-type: none"> <li>Public Sector Fleet Manager of the Year</li> <li>Leading Fleets</li> <li>Hall of Fame Inductees</li> </ul>	<b>Industry Handbook</b> <ul style="list-style-type: none"> <li>Benchmarking Statistics</li> <li>Bright Ideas</li> </ul>	<ul style="list-style-type: none"> <li>Safety</li> <li>Facilities/Shop Management</li> </ul>	<ul style="list-style-type: none"> <li>Telematics</li> <li>Maintenance Management</li> </ul>
<b>TARGETED BONUS DISTRIBUTION</b>		 heavydutytruckingexchange.com		 carconference.com  globalfleetconference.com  governmentfleetexpo.com		 fleetsafetyconference.com  worktruckex.com		 fleetforwardconference.com
<b>AD CLOSE</b>	12/2	2/3	4/7	5/7	6/28	8/9	9/27	10/7
<b>MATERIALS DUE</b>	12/7	2/8	4/12	5/12	7/1	8/12	9/30	10/12

## MAGAZINE



All pricing is quoted at net rate.

AD SIZE	11X Rate	6X Rate	1X Rate
2-Page Spread	Pricing available upon request.		
Full Page	\$10,520	\$10,780	\$10,850
2/3 Vertical	\$4,500	\$4,750	\$5,600
1/2 Island	\$3,900	\$4,200	\$4,900
1/2 Vertical	\$3,650	\$3,900	\$4,600
1/2 Horizontal	\$6,800	\$7,130	\$7,420
1/3 Vertical	\$4,940	\$5,170	\$5,400
1/3 Square	\$2,800	\$3,000	\$3,600
1/4 Vertical	\$4,220	\$4,270	\$4,500

PREMIUM POSITIONING	
Bellyband	Pricing available upon request.
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Gatefold / Split-Front Cover	Pricing available upon request.
Inserts	Pricing available upon request.

Premium Positions - add 10% to applicable page rate.



**See Publication Specs Page For Detailed Specifications.**