






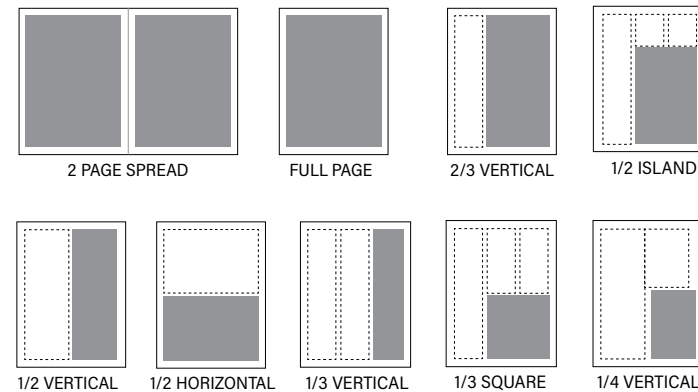


# CONTENT, DEADLINES & RATES

## EDITORIAL CALENDAR

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>EDITORIAL FOCUS</b>	<b>Fuel Management</b> • Latest Fuel Management Trends • Diesel Emissions and Particulate Filter Mgmt. • Preview of Work Truck Show Product Offerings	<b>Fleet Maintenance Management</b> • How to Create a Maintenance Management Program • 3rd Annual Maintenance/Outsourcing Survey	<b>Lifecycle Management Strategies</b> • Best-in-Class Replacement Cycling Strategies • Upfit & Equipment Lifecycle Management	<b>Product Debuts and Industry Recognition</b> • What's New at the 2021 Work Truck Show • Medium-Duty Fleet Truck of the Year Winner	<b>Fleet Cost Management</b> • How to Reduce Vehicle Downtime & Increase Uptime • Understanding Fleet Costs	<b>Technology/Telematics</b> • Telematics: Benefits Beyond Vehicle Tracking • Vehicle Diagnostics: Engines, Tires, and More	<b>Upfitting and Equipment</b> • Annual Survey: Upfitting Trends • Van or Truck: What's Best for Your Needs • Cargo Management & Securement	<b>Productivity Optimization</b> • Spec'ing Vocational Vehicles to Enhance Productivity • How to Meet On-Time Delivery Commitments • Impact of Increasing Trend of Home Deliveries on Trucking	<b>Safety and Accident Management</b> • Accident Management & Safety Best Practices • Improving Fleet Safety: Drivers & Technicians	<b>New 2022-MY Trucks</b> • 2022-Model Year Light-Duty Trucks • 2022-Model Year Medium-Duty Trucks • Future Trends for the Trucking Industry	<b>Tire Management</b> • State of the Commercial Truck Tire Market • Advancements in Tire Design • How are GHG2 Regs Shaping the Future of OE Tires?	<b>Alt Fuel &amp; Green Initiatives</b> • Selecting the Right Alt-Fuel Truck • Alt-Fuel Cost Comparison
<b>TARGETED BONUS DISTRIBUTION</b>			 heavydutytruckingexchange.com			 carconference.com  globalfleetconference.com  governmentfleetexpo.com		 fleetsafetyconference.com  worktruckex.com		 fleetforwardconference.com		
<b>AD CLOSE</b>	12/18	1/20	2/17	3/19	4/8	5/19	6/17	7/21	8/19	9/20	10/21	11/17
<b>MATERIALS DUE</b>	12/23	1/25	2/22	3/24	4/13	5/24	6/22	7/26	8/24	9/23	10/26	11/22

## MAGAZINE



All pricing is quoted at net rate.

AD SIZE	12X Rate	6X Rate	1X Rate
2-Page Spread	Pricing available upon request.		
Full Page	\$11,130	\$11,790	\$12,080
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	\$7,130	\$7,570	\$7,910
1/3 Vertical	\$6,190	\$6,270	\$6,410
1/3 Square	\$2,800	\$3,000	\$3,600
1/4 Vertical	\$5,130	\$5,270	\$5,400

### PREMIUM POSITIONING

Bellyband	Pricing available upon request.
False Front Cover	Pricing available upon request.
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.**