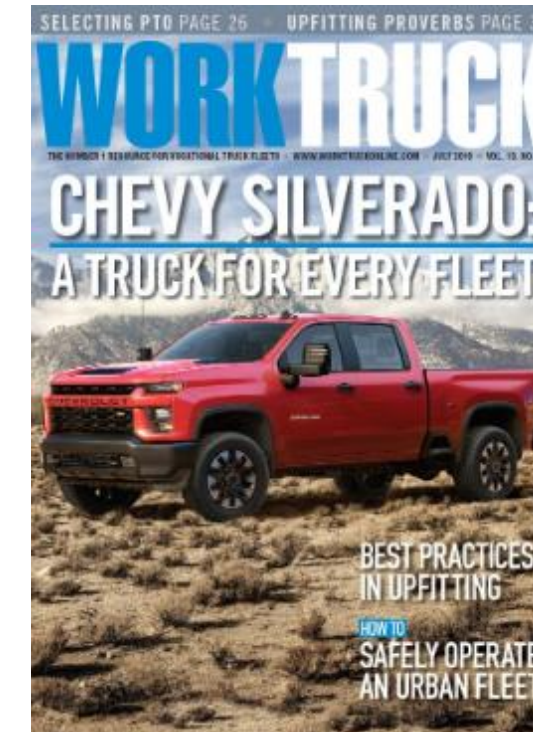


Work Truck Editorial Calendar

Month	Topic	Ad Close	Material Deadline
January	Fuel Management <ul style="list-style-type: none"> • Latest Fuel Management Trends • Sustainability Best Practices • Preview of Work Truck Show Product Offerings 	12/17/19	12/20/19
February	Fleet Maintenance Management <ul style="list-style-type: none"> • Benefits of OEM Parts & Service Programs • Outsourcing vs. Insourcing Maintenance Needs 	1/21/20	1/24/20
March	Lifecycle Management Strategies <ul style="list-style-type: none"> • Best-in-Class Replacement Cycling Strategies • Upfit & Equipment Lifecycle Management 	2/19/20	2/24/20
April	Product Debuts and Industry Recognition <ul style="list-style-type: none"> • What's New at the 2020 Work Truck Show • Medium-Duty Fleet Truck of the Year Winner 	3/19/20	3/24/20
May	Fleet Cost Management <ul style="list-style-type: none"> • How to Reduce Vehicle Downtime & Increase Uptime • Eliminating Hidden and Soft Costs 	4/8/20	4/13/20
June	Technology/Telematics <ul style="list-style-type: none"> • Innovative Fleet Telematics Implementations • Using Prescriptive Analytics to Optimize Operations 	5/19/20	5/22/20

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FREQUENCY: 12 times per year

Editorial Focus: Work Truck is focused on serving the needs of light-, medium-, and heavy-duty truck; and van fleet managers who handle commercial and vocational fleets including, but not limited to, construction, service, distribution, utility, telecom, energy, retail, agricultural, mining, refuse, manufacturing, and government operations. The editorial focus is on managing all fleet operations comprising highly diversified vehicle and equipment assets. Editorial content covers a variety of fleet management needs such as upfitting, vehicle acquisition, maintenance management, leasing and rental, engines and transmissions, fuel management, telematics, suspensions, lubricants/oils, remarketing, and truck equipment such as lifts, cranes, snow plows, truck caps, and service bodies.

FLEET SIZE: Range: 10-70,000 vehicles*

*Source: Publisher's Own Data

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2020 Print Rates

	12X Rate	6X Rate	1X Rate
1 Page	\$11,130	\$11,790	\$12,080
½ page horizontal	\$7,130	\$7,570	\$7,910
1/3 page	\$6,190	\$6,270	\$6,410
¼ page	\$5,130	\$5,270	\$5,400

2020 Editorial Calendar Continued

Month	Topic	Ad Close	Material Deadline
July	Upfitting and Auxiliary Equipment Applications <ul style="list-style-type: none"> Showcase on Latest Upfitter Products Upfitting Best Practices 	6/17/20	6/22/20
August	Productivity Optimization <ul style="list-style-type: none"> Spec'ing Vocational Vehicles to Enhance Productivity Route Optimization Techniques 	7/21/20	7/24/20
September	Safety and Accident Management <ul style="list-style-type: none"> Tips for Accident Prevention and Analysis Benefits of Technician Safety Certifications 	8/19/20	8/24/20
October	New 2021-MY Trucks <ul style="list-style-type: none"> 2021-Model Year Light-Duty Trucks 2021-Model Year Medium-Duty Trucks Benefits of OEM Dealership Programs 	9/18/20	9/23/20
November	Replacement Tire Management <ul style="list-style-type: none"> State of the Commercial Truck Tire Market How to Maximize Tread Life of Retreads 	10/21/20	10/26/20
December	Alt-Fuel & Green Initiatives <ul style="list-style-type: none"> Trends vs. Truths in Alt-Fuels Infrastructure and Alternative-Fuel Vehicles 	11/17/20	11/20/20