

THE NATIONAL INDUSTRIAL TRANSPORTATION LEAGUE  
INTERMODAL ASSOCIATION OF NORTH AMERICA

For more information, visit:  
[www.freightexpo.net](http://www.freightexpo.net)



**One Show, Two Events:**  
Thousands of reasons to advertise

The **2009 Program & Exhibit Guide** will be distributed to attendees at the transportation industry's two leading events: IANA's Intermodal Expo and NITL's TransComp Exhibition.

This co-located trade show attracts **thousands of the top transportation and logistics professionals** from around the world. These industry decision-makers are **responsible for the movement of all types of commodities by all modes of transportation**, both domestically and globally.

The logistics industry revenue totals **\$936 billion** annually. Of that total, **\$593 billion** is transportation, **\$300 billion** is warehousing and carrying costs and **\$43 billion** is industry-related services (profit sharing, information technology, etc.).

This is **the premier trade show** for businesses to showcase the latest innovations in information technology applications and management tools for freight transportation and distribution operations.

The **2009 Program & Exhibit Guide** will provide maximum exposure to the nation's top freight transportation organizations: The National Industrial Transportation League, the Intermodal Association of North America and the Transportation Intermediaries Association.

**Attendees include:**

- Senior supply chain, logistics and transportation managers from leading manufacturers and distributors
- Senior executives from the rail, ocean and trucking industries
- 3PL owners and managers
- Port Authority representatives
- Information technology companies
- Equipment manufacturers

Advertising in the **2009 Program & Exhibit Guide** will not only put you in front of top professionals and attendees at TransComp and Intermodal Expo, it will keep you in front of industry decision-makers for year-round exposure. Our high quality show guide will remain on their desks long after the show has ended.

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**Advertising in the  
Program & Exhibit Guide...**

**Maximize Exposure:**  
Special placement within the publication ensures high visibility and relevancy for your ad.

**Drive Traffic:**  
All advertisers receive an **Advertiser.com** listing. Our cross-reference highlights your company's Web address to increase online traffic.



# IANA's Intermodal Expo & NITL's TransComp Exhibition 2009 Program & Exhibit Guide

## Net Advertising Rates\*

### Full Color Rates

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

Size	Rate
Outside Back Cover	\$3,749.50
Inside Front or Inside Back Cover	\$3,539.50
Full Page	\$2,949.50
2/3 Page	\$2,469.50
1/2 Page	\$2,449.50
1/3 Page	\$2,119.50
1/4 Page	\$1,969.50
1/8 Page	\$1,539.50

Premium Advertising Options – Ask your representative for specifications.

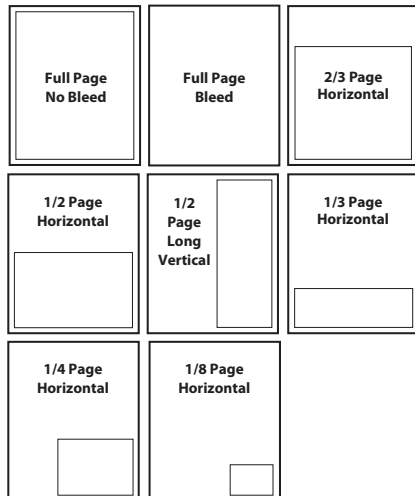
**Full-color Tab:** \$3,349.50

### Black and White Rates

Size	Rate
Full Page	\$1,949.50
2/3 Page	\$1,469.50
1/2 Page	\$1,449.50
1/3 Page	\$1,119.50
1/4 Page	\$969.50
1/8 Page	\$539.50

\*Members of NITL, IANA and TIA receive a 10% discount on net rates.

### Ad Size Depictions



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).  
NIT-G0009 (LR NIT-G0008 6/10/08)



# NITL's TransComp Exhibition & IANA's Intermodal Expo 2009 Program & Exhibit Guide

## Print Advertising Specs (Guide – 8.375" x 10.875")

### The Publication

*2009 Program & Exhibit Guide*: an 8.375" x 10.875" spiral-bound, annual publication with die-cut tabs for easy reference.

### The Publisher

Naylor, LLC, the national leader in professional communications services for associations, serving more than 500 leading organizations from 85 different industries across North America, is the official publisher of the *2009 Program & Exhibit Guide*.

## Guide Ad Sizes

Size	Width	Height
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
1/2 Hz.	7"	4.583"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/4 Vt.	3.333"	4.583"
1/8 Hz.	3.333"	2.166"

**Note:** Text placed outside the live area within any full page or DPS ads may be cut off. Please keep text within the live area at all times.

## Artwork Requirements

**All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and High-res JPEG files are accepted.**

**IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.**

All color artwork must be in CMYK Mode, black and white artwork must be in either Greyscale or Bitmap Mode. RGB Mode artwork is not accepted and if supplied will be converted to CMYK Mode which will result in a color shift.

All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

## Ad Material Upload

Go to the Naylor web site at [www.naylor.com](http://www.naylor.com) and click on Ad Upload. Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click Submit.

## Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.

