FOR MORE INFORMATION, PLEASE CONTACT:

Adam Firestone, Project Leader
(352) 333-3430 | afirestone@naylor.com
THE CTA DIFFERENCE

The California Trucking Association promotes leadership in the California motor carrier industry, advocates sound transportation policies to all levels of government, and works to maintain a safe, environmentally responsible and efficient transportation system for more than 350,000 trucks in California.

• Our members spend nearly $11.3 billion annually on products and services.
• Nearly all of California communities depend exclusively on trucks. CTA also hauls nearly 90% of manufactured tonnage in the state.
• Our carrier members range from individual owner-operators, to small family-owned for-hire fleets, to the world’s largest international carriers. Allied members of the California Trucking Association include businesses involved with:
  • Truck and trailer sales
  • Parts and services
  • Insurance
  • Legal Services
  • And More!

INDUSTRY TRENDS

• 9 out of 10 communities in California depend exclusively on trucks to move goods.

• More than 90% of the nation’s gross domestic products are delivered by truck.

• More than half of all freight that travel on California’s highways each day are transported by CTA members.

Interested?

Contact a Naylor Representative today!
### Rates

All rates include an Ad Link in the digital edition of the magazine.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2-4x</th>
<th>5-6x</th>
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</thead>
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<td>1/8 Page</td>
<td>$379.50</td>
<td>$339.50</td>
<td>$319.50</td>
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</tbody>
</table>

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of $35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.
## CALTRUX

### Member Rates

All rates include an Ad Link in the digital edition of the directory

<table>
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<tr>
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<th>1x</th>
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<td>$2,059.50</td>
<td>$1,969.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
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<td>$1,859.50</td>
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<tr>
<td>Full Page</td>
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<td>$1,659.50</td>
<td>$1,569.50</td>
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<td>$369.50</td>
<td>$349.50</td>
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<tr>
<td><strong>Black-and-White</strong></td>
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<td></td>
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<tr>
<td>Full Page</td>
<td>$1,519.50</td>
<td>$1,369.50</td>
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<td>2/3 Page</td>
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<tr>
<td>1/3 Page</td>
<td>$729.50</td>
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<td>$339.50</td>
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<td>$289.50</td>
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## 2019 Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features</th>
<th>Space Reservation</th>
<th>Ad Copy Date</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>- CTA Honors Driver of the Year/Drivers of the Month</td>
<td>November 9, 2018</td>
<td>November 14, 2018</td>
</tr>
<tr>
<td>March/April</td>
<td>- Annual Membership Conference Report</td>
<td>January 14, 2019</td>
<td>January 16, 2019</td>
</tr>
<tr>
<td>May/June</td>
<td>- CTA Outlook</td>
<td>March 11, 2019</td>
<td>March 13, 2019</td>
</tr>
<tr>
<td></td>
<td>- Across the State</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July/August</td>
<td>- Fleet Safety Awards</td>
<td>May 14, 2019</td>
<td>May 16, 2019</td>
</tr>
<tr>
<td></td>
<td>- California Trucking Day</td>
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<tr>
<td></td>
<td>- Call on Washington</td>
<td></td>
<td></td>
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<tr>
<td>September/October</td>
<td>- California Truck Driving Championships</td>
<td>July 10, 2019</td>
<td>July 12, 2019</td>
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<tr>
<td></td>
<td>- TUF SOB Scholarship Winners</td>
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<td></td>
</tr>
<tr>
<td>November/December</td>
<td>- CTA Conference 2020 Preview</td>
<td>September 10, 2019</td>
<td>September 12, 2019</td>
</tr>
</tbody>
</table>

*Editorial Calendar is tentative and subject to change.

## In Every Issue:
- President’s Message
- CTA Outlook (CTA discusses a membership or industry issue)
- Legislative & Regulatory Updates
- Across the State (Member news and events from CTA units throughout California)
- Circle Club Partner Profile (A CCP is a member that has shown a special commitment to CTA members and the industry. The Circle Club Program provides organizations with maximum value and convenience to reach carrier members.)
- Events & Seminars
- Member Milestones
- New Members
CALTRUX
DIGITAL EDITION
EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

CALTRUX is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

• Include ads on an HTML5 and mobile responsive platform
• Link to the landing page of your choice, generating an immediate response from customers
• Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

• Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
• Page view: The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

1. Leaderboard $1,600
   The leaderboard ad appears on screen in both the reading view and page view of the digital magazine.

2. Rectangle $1,500
   The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

3. TOC Mobile Banners (HTML reading view)
   The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

4. Top TOC Mobile Banner $1,025
5. 2nd TOC Mobile Banner $925

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For the latest online specs, please visit www.naylor.com/onlinespecs

HTML5 Ad $1,425
This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship $1,350
The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert
Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert $1,000
• Medium Insert $800
• Large Outsert $900
• Medium Outsert $700

Additional TOC Mobile Banner $925
**ANNUAL MEMBERSHIP DIRECTORY AND RESOURCE GUIDE**

**Rates**

All rates include an Ad Link in the digital edition of the magazine.

*Members receive a 10% discount on all rates.
**Circle Club Partners receive 20% discount.

### Full-Color Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$4,599.50</td>
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<tr>
<td>Outside Back Cover</td>
<td>$3,859.50</td>
</tr>
<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$3,619.50</td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,049.50</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$2,629.50</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,929.50</td>
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<tr>
<td>1/3 Page</td>
<td>$1,539.50</td>
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<td>1/4 Page</td>
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<td>$929.50</td>
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<tr>
<td>1/8 Page</td>
<td>$739.50</td>
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### Black-and-White Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Full Page</td>
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ANNUAL MEMBERSHIP DIRECTORY AND RESOURCE GUIDE
DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on California Trucking Association’s website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the Membership Directory and Resource Guide is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser’s website.

1 Digital Leaderboard | $929.50
Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

2 Digital Sponsorship w/ Toolbar | $799.50
Your message will be prominently displayed directly across from the cover of the magazine. Also, your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

3 Digital Skyscraper | $1,029.50
The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

4 Digital Belly Band | $500.00
The Belly Band is included on the front cover of the digital edition, making your company’s ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition’s back cover, wrapping your company’s message around the entire digital edition.

*Video capabilities are not supported for Sponsorship MAX.

For the latest online specs, please visit: http://www.naylor.com/onlinespecs
THE FIFTH WHEEL ENEWSLETTER

ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. The *Fifth Wheel eNewsletter* allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of decision-makers twice a month
- In addition to sending your message directly to members, opt-in subscription means that professionals in the market for your products and services see your message too
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CTA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events
- The mobile responsive design allows readers access on all their devices.

1. **1st Sponsored Content (468 x 160 pixels)**
   - 12 Months | $3,580
   - Naylor will create the ad
   - Client supplies 3 - 5 words for the header and 30 - 50 words for the summary text
   - Client supplies thumbnail image at 180 x 150 pixels
   - JPEG Only

2. **Top 2 Rectangles (300 x 250 pixels)**
   - 12 Months | $4,140
   - Only two spots available – NO ROTATION
   - Located between popular sections of the eNewsletter

3. **2nd Sponsored Content**
   - 12 Months | $3,580

4. **Bottom 2 Rectangles (300 x 250 pixels)**
   - 12 Months | $4,140
   - Only two spots available – NO ROTATION
   - Located between popular sections of the eNewsletter

**Distribution: 3,500 Weekly via Email**

Sections include:

- Upcoming Events
- Legislative Update
- Member Alerts
- Compliance and Regulatory News
- Unit News
- Help Desk - FAQ’s
- Discounts & Services
- Career Center
- Education & Event Calendar

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Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category. One free category is included with any size ad and additional categories are only $20 each. If your product or service is not listed below, a new category can be created for you.

- Accident Documentation Kits
- Accident Reconstruction
- Accounting/Consulting Services
- Additives
- Air Compressors
- Air Freight
- Air Tools
- Alignment Systems
- Amusement Games/Equipment
- ATM Services & Equipment
- Attorneys
- Auction & Realty Services
- Audio Books
- Automated Fueling
- Automation Equipment & Services
- Beverages
- Blowers
- Bulk Transportation
- Carbon Monoxide Services
- Cargo Control Equipment
- Carriers
- Coffee Products
- Commercial Fueling
- Common Carriers
- Communications & Radio Equipment
- Computer Software
- Consultants
- Data Management
- Diesel Engine Sales/Parts/Services
- Diesel Shop Tools & Equipment
- Distribution
- Drive-Away Truck Service
- Driver-Aided Tools & Accessories
- Driver Leasing
- Driver Training
- Drug Testing
- Electronic Equipment & Parts
- Emergency Spill Response
- Employee Leasing Specialist
- Engines-Sales & Services
- Excavating
- Financial Services
- Food Products
- Franchise Companies
- Frozen Food Products
- Furniture Pads
- General Commodities
- Gifts, Novelties & Toys
- Grocery Wholesale
- Hand-Held Computers
- Hats
- Health Food Products
- Heavy-Duty Parts
- Heavy Hauling
- Ice Cream
- Industry Publications
- Insurance
- Jacks
- Lift Equipment
- Loading Dock Equipment
- Massage
- Material Handling Equipment
- Member Discount Program
- Movers Warehouse Equipment
- Moving Equipment
- Occupational Health
- Oil & Lubricants
- Pharmaceuticals, OTCs
- Pre-Paid Phone Cards
- Preventive Maintenance
- Private Carriers
- Refrigerant Recovery Equipment
- Restaurant Equipment
- Routing Software
- Safes
- Safety Consultants
- Scales
- Service Merchandiser
- Shipping/Packaging
- Signs/Decals/Graphics
- Staff Leasing
- Suspension Systems
- Tank Trailers
- Telecommunications Services
- Tire Handling Equipment
- Tire Service Tools
- Tire, Dealer & Repair
- Towing, Recovery & Emergency Service
- Trailer Manufacturing
- Trailer Refrigeration
- Trailer Repair & Services
- Trailer Sales/Leasing/Rental
- Transportation Software
- Truck Bodies
- Truck Dealers
- Truck Driving Instruction
- Truck Heaters
- Truck Manufacturing
- Truck Parts & Accessories
- Truck Parts & Service
- Truck Repairs & Services
- Truck Sales/Leasing
- Truck Stop Network
- Truck Washing Equipment
- Utility Trailers
- Vehicle Washing Systems
- Warehousing
- Waste Oil Furnaces
- Weigh Station By-Pass Systems
- Wet Line Kits
- Wireless Internet Service
- Wireless Voice & Data Services
- Workers’ Compensation
- Wrecker Services
- Yard Trucks
- Other: ____________________

One free listing with any size ad. Additional listings are $20.00 each. No limit. Please list new categories on this sheet.

_______ Additional Categories X $20.00 = $ __________________

Initial:_______ Date:____________________
Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with California Trucking Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CTA.

A-Z Emissions Solutions
All Valley Diesel Service
Allen Lawrence & Associates, Inc.
American-Truckers' Legal Association
AmeriFuel
Atlas Pumping Service
Avalon Risk Management
B & G Delivery System, Inc.
Bank of the West
Beryl Technologies, LLC
Best Logistics, Inc.
Blackmun Equipment Leasing
Bowman & Company, LLP
Bridgestone Americas Tire Operations, LLC
Burr & Temkin
California Diesel Compliance
California Drug Testing Associates
California Truck Centers
California Truck Licensing
Cal-Valley Insurance Services, Inc.
Central Valley Trailer Repair, Inc.
Chauvel & Glatt, LLP
Cherokee Freight Lines
City National Bank - Specialty Deposits
Clutch & Brake Xchange, Inc.
Commercial Carriers Insurance Agency
Commercial Fleet Truck & Trailer Service
Commercial Truck Consulting, LLC
Continental Tire
CornerStone Staffing Solutions, Inc.
Counteract Balancing Beads, Inc.
Crown Xpress Transport
Cummins Pacific, LLC
D C L I
DETROIT
Diesel Emissions Service
DPF Filters, Inc.
DynoMaster, Inc.
Edgewood Partner Insurance Center
Enterprise Truck Rental / Lease
EPIC Insurance Brokers & Consultants
Eppler Towing and Transport
ERoad, Inc.
FleetPride, Inc.
Fox Transportation
FreightDATA Software, Inc.
G & O Truck Parts
Garcia & Associates Insurance Agency, Inc.
GCR Tires & Service
Global Hawk Insurance Co.
G.M. Lawrence Insurance Brokerage
Golden State Foods
Grant Law, A Professional Law Corporation
Great Dane Trailers
Hanson Bridgett, LLP
Hardy Erich Brown & Wilson
HD Industries
Hoag & Robi, CPA's
Hunter Tires, Inc.
Hyundai Translead
Imperial Supplies
Industrial Waste & Salvage
Inland Kenworth, Inc.
Interstate Truck Center
Jagdeep Singh Insurance Agency, Inc.
Johnson Matthey
Jost International
Kauderer & Associates
KG Communications, Inc.
Kresky Signs, Inc.
Lafler Moore Connerty & Webb, LLP
Lamar Bros. Tire Service, Inc.
Larson & Gaston, LLP
Legend Transportation
LSQ Funding
McKinney Trailer Rentals
Mercantile Freight Services, Inc.
Michelin North America, Inc.
Mid-Pacific Industries, Inc.
Midwestern Insurance Alliance, LLC
Miles L. Kavaller, A Professional Law Corp.
Minuteman Transport, Inc.
National Bankers Trust Corporation
Navistar
Neil, Dymott, Frank, McFall & Trexler APLC
Network Environmental Systems, Inc.
Network Truck Insurance Services, Inc.
NextStep Advisors, Inc.
North Valley Ag Services
Northland Insurance Companies
Omnitracs
Osterkamp Trucking, Inc.
Pacific Logistics Corp.
Pacwest Security Services
Papé Kenworth Trucks
Petes' Road Service
PetroCard Systems, Inc.
Port of Oakland
PrePass, a service provided by HELP, Inc.
R.B. Truck Repair
Ramos Oil Company
Rinehart & Associates, Inc.
Riverside Truck & Equipment, Inc.
RJS Insurance Services, Inc.
Roadstar Trucking, Inc.
Rod's Truck Repair, Inc.
Rodgers Trucking Company
RWC Group
Scopelitis, Garvin, Light, Hanson & Feary, P.C.
Sebring Transport, Inc.
Seitz Perkins Insurance Services
SelectTrucks of Los Angeles
SHASTA FOREST PRODUCTS, Inc.
Shell Oil Products U.S.
SleepSafe Drivers
SmartTruck Systems
Somach Simmons & Dunn
Southland Data Processing
Southwest Trails
Specialty Truck Parts, Inc.
Sturdy Oil Company
TEC of California
Ten West Towing, Inc.
Thermo King of Central California, Inc.
Thermo King of Salinas, Inc.
Tiger Lines, LLC
Touch Tel Mobile
Traction
Trailer Resource
TransGlobal Solutions, LLC
Universal Warehouse Co.
Utility Trailer Sales of Southern California, LLC
Valley Power Systems, Inc.
Valley Transport Refrigeration
Valley Truck Parts
Van De Pol Petroleum
W.H. Breshers, Inc.
Wells Fargo Equipment Finance
Western Truck Center
Western Truck Insurance Services, Inc.
Western Truck Parts & Equipment Co.
Wilshire Insurance Co.
Winton Ireland Strom & Green Insurance
Wismettac
XTRA Lease
**ANNUAL MEMBERSHIP DIRECTORY AND RESOURCE GUIDE**  
**CALTRUX**

**PRINT ADVERTISING SPECIFICATIONS**

**Trim Size: 8.375" x 10.875"**

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2 Page / 4 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"
Heavy Card Stock Insert: 8.25" x 10.75"
Postal Flysheets: 8.5" x 11"

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