



[WWW.CALTRUX.ORG](http://WWW.CALTRUX.ORG)

# CALIFORNIA TRUCKING ASSOCIATION MEDIA GUIDE

*Annual Membership Directory & Resource Guide (print & digital)  
The Fifth Wheel Weekly eNewsletter  
CalTrux Bimonthly Magazine*

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



## 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**
- **Legal Services**
- **And More!**



*Annual Membership Directory  
& Resource Guide  
(print & digital)*



*The Fifth Wheel  
eNewsletter*

## 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.



*CalTrux  
bimonthly magazine*

**Interested?**

**Contact a Naylor Representative today!**



# CALTRUX

## Rates

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

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color	1x	2-4x	5-6x
Double Page Spread	\$3,439.50	\$3,099.50	\$2,919.50
Outside Back Cover	\$2,519.50	\$2,309.50	\$2,199.50
Inside Front or Inside Back Cover	\$2,319.50	\$2,109.50	\$1,999.50
Full Page	\$2,119.50	\$1,909.50	\$1,799.50
2/3 Page	\$1,819.50	\$1,639.50	\$1,549.50
1/2-Page Island	\$1,569.50	\$1,409.50	\$1,329.50
1/2 Page	\$1,349.50	\$1,209.50	\$1,149.50
1/3 Page	\$1,019.50	\$919.50	\$869.50
1/4 Page	\$779.50	\$699.50	\$659.50
1/6 Page	\$619.50	\$559.50	\$529.50
1/8 Page	\$469.50	\$419.50	\$399.50
Black-and-White	1x	2-4x	5-6x
Full Page	\$1,749.50	\$1,569.50	\$1,489.50
2/3 Page	\$1,499.50	\$1,349.50	\$1,269.50
1/2-Page Island	\$1,299.50	\$1,169.50	\$1,099.50
1/2 Page	\$1,109.50	\$999.50	\$939.50
1/3 Page	\$829.50	\$749.50	\$709.50
1/4 Page	\$649.50	\$579.50	\$549.50
1/6 Page	\$499.50	\$449.50	\$419.50
1/8 Page	\$389.50	\$349.50	\$329.50

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.



# 2020 EDITORIAL CALENDAR\*

\*Editorial Calendar is tentative and subject to change.

ISSUE	FEATURES	BONUS DISTRIBUTION	SPACE RESERVATION	AD COPY DEADLINE
January/ February	<ul style="list-style-type: none"> <li>CTA Honors Driver of the Year/Drivers of the Month</li> <li>Dynamex Decision</li> </ul>	Annual Membership Conference	November 7, 2019	November 12, 2019
March/April	<ul style="list-style-type: none"> <li>Annual Membership Conference Report</li> <li>Truck Parking</li> <li>ATRI's Top 10</li> </ul>		January 16, 2020	January 20, 2020
May/June	<ul style="list-style-type: none"> <li>CTA NextGen Program</li> <li>Across the State</li> </ul>		March 18, 2020	March 20, 2020
July/August	<ul style="list-style-type: none"> <li>Celebrating Trucking</li> <li>Fleet Safety Awards</li> <li>California Trucking Day</li> <li>Call on Washington</li> </ul>		May 15, 2020	May 20, 2020
September/ October	<ul style="list-style-type: none"> <li>Attracting Industry's Next Generation</li> <li>California Truck Driving Championships</li> <li>TUFSOB Scholarship Winners</li> </ul>	California Trucking Show (Oct. 12-13, 2019)	July 15, 2020	July 17, 2020
November/ December	<ul style="list-style-type: none"> <li>CTA Conference 2020 Preview</li> <li>Trucking Appreciation</li> </ul>		September 16, 2020	September 18, 2020



## 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 (CCP members 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

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# 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!



Mobile & Desktop  
Responsive HTML  
Reading View



#### 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.

#### 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 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

#### 3 Top TOC Mobile Banner | \$1,025

#### 4 2<sup>nd</sup> TOC Mobile Banner | \$925

#### 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

#### • Large Outsert | \$900

#### • Medium Insert | \$800

#### • Medium Outsert | \$700

#### Additional TOC Mobile Banner | \$925

*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.*

For the latest online specs, please visit [www.naylor.com/online-specs](http://www.naylor.com/online-specs)

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# 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.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color	Rates
Double Page Spread	\$4,739.50
Outside Back Cover	\$3,949.50
Inside Front or Inside Back Cover	\$3,709.50
Full Page	\$3,139.50
2/3 Page	\$2,709.50
1/2 Page	\$1,989.50
1/3 Page	\$1,589.50
1/4 Page	\$1,209.50
1/6 Page	\$959.50
1/8 Page	\$759.50

Black-and-White	Rates
Full Page	\$2,109.50
2/3 Page	\$1,819.50
1/2 Page	\$1,359.50
1/3 Page	\$1,089.50
1/4 Page	\$819.50
1/6 Page	\$649.50
1/8 Page	\$489.50

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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.

# 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 | \$960

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 | \$825

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.

\*Video capabilities are not supported for Sponsorship MAX.

#### 3 Digital Skyscraper | \$1,060

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

#### 4 Digital Belly Band | \$875

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.

For the latest online specs, please visit:  
<http://www.naylor.com/onlineSpecs>

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# 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 weekly
- 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 | \$3,760

- 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 | \$4,350

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 3 2nd Sponsored Content

12 Months | \$3,760

### 4 Bottom 2 Rectangles (300 x 250 pixels)

12 Months | \$4,350

- Only two spots available – NO ROTATION

Located between popular sections of the eNewsletter

**Distribution: 3,300 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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# ANNUAL MEMBERSHIP DIRECTORY AND RESOURCE GUIDE CALTRUX

## 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.

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

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: \_\_\_\_\_

# CTA CURRENT AND PAST ADVERTISERS

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.

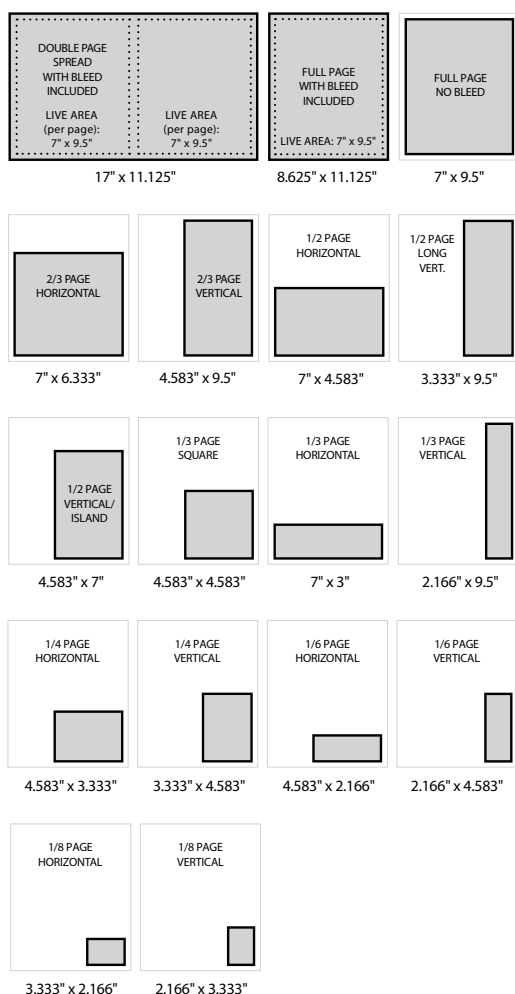
GCR Tires & Service  
Global Hawk Insurance Co.  
G.M. Lawrence Insurance Brokerage  
Golden State Foods  
Grant Law, A Professional Law Corporation  
Great Dane Trailers  
Hanson Bridgett, LLP  
Hardy Erich Brown & Wilson  
HD Industries  
Hoag & Robi, CPA's  
Hunter Tires, Inc.  
Hyundai Translead  
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  
Pete's 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. Breshears, 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"**



**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 grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and 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 grayscale 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 website at [www.naylor.com](http://www.naylor.com)

### Production Services, Proofs and Revisions

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.

### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flyersheets: 8.5" x 11"

### Online Specifications

For more information, visit:

<http://www.naylor.com/online specs>

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