FOR MORE INFORMATION, PLEASE CONTACT:

Adam Firestone, Media Director
(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
  - 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.

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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.

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

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.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>FEATURES</th>
<th>BONUS DISTRIBUTION</th>
<th>SPACE RESERVATION</th>
<th>AD COPY DEADLINE</th>
</tr>
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</table>
| January/February | • CTA Honors Driver of the Year/Drivers of the Month  
                        • Dynamex Decision               | Annual Membership Conference         | November 7, 2019  | November 12, 2019 |
| March/April    | • Annual Membership Conference Report  
                        • Truck Parking  
                        • ATRI’s Top 10               |                                      | January 16, 2020  | January 20, 2020  |
| May/June       | • CTA NextGen Program  
                        • Across the State              |                                      | March 18, 2020    | March 20, 2020    |
| July/August    | • Celebrating Trucking  
                        • Fleet Safety Awards  
                        • California Trucking Day  
                        • Call on Washington         |                                      | May 15, 2020      | May 20, 2020      |
| September/October | • Attracting Industry’s Next Generation  
                                • California Truck Driving Championships  
                                • TUFSOB Scholarship Winners      | California Trucking Show           | July 15, 2020     | July 17, 2020     |
| November/December | • CTA Conference 2020 Preview  
                                • Trucking Appreciation           |                                      | 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!

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 1st article, and the 2nd mobile banner appears after the 6th article.

3. **Top TOC Mobile Banner | $1,025**
4. **2nd 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/onlinespecs

California Trucking Association
We drive for a living. Safety is our priority.
# 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.

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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 | $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.

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

*Video capabilities are not supported for Sponsorship MAX.
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

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.
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: __________________
# 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.

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<td>Grant Law, A Professional Law Corporation</td>
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<td>Great Dane Trailers</td>
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<td>Hyundai Translead</td>
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<td>McKinney Trailer Rentals</td>
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<td>Miles L. Kavaller, A Professional Law Corp.</td>
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<td>D C L I</td>
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<td>Diesel Emissions Service</td>
<td>Navistar</td>
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<td>Neil, Dymott, Frank, McFall &amp; Trexler APLC</td>
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<td>Edgewood Partner Insurance Center</td>
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<td>Garcia &amp; Associates Insurance Agency, Inc.</td>
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<td>Port of Oakland</td>
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<td>PrePass, a service provided by HELP, Inc.</td>
<td>R.B. Truck Repair</td>
</tr>
<tr>
<td>Ramos Oil Company</td>
<td>Rinehart &amp; Associates, Inc.</td>
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<tr>
<td>Riverside Truck &amp; Equipment, Inc.</td>
<td>RJS Insurance Services, Inc.</td>
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<tr>
<td>Roadstar Trucking, Inc.</td>
<td>Rod’s Truck Repair, Inc.</td>
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<td>Rodgers Trucking Company</td>
<td>RWC Group</td>
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<td>Rinehart &amp; Associates, Inc.</td>
<td>Scopelitis, Garvin, Light, Hanson &amp; Feary, P.C.</td>
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<tr>
<td>Sebring Transport, Inc.</td>
<td>Seitz Perkins Insurance Services</td>
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<td>SelectTrucks of Los Angeles</td>
<td>SHASTA FOREST PRODUCTS, Inc.</td>
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<tr>
<td>Shell Oil Products U.S.</td>
<td>SleepSafe Drivers</td>
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<td>SmartTruck Systems</td>
<td>Somach Simmons &amp; Dunn</td>
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<tr>
<td>Southland Data Processing</td>
<td>Southwest Trails</td>
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<td>Specialty Truck Parts, Inc.</td>
<td>Sturdy Oil Company</td>
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<td>Sturdy Oil Company</td>
<td>TEC of California</td>
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<td>Ten West Towing, Inc.</td>
<td>Thermo King of Central California, Inc.</td>
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<td>Thermo King of Salinas, Inc.</td>
<td>Tiger Lines, LLC</td>
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<td>Touch Tel Mobile</td>
<td>Traction</td>
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<td>Trailer Resource</td>
<td>TransGlobal Solutions, LLC</td>
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<td>Universal Warehouse Co.</td>
<td>Utility Trailer Sales of Southern California, LLC</td>
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<tr>
<td>Valley Power Systems, Inc.</td>
<td>Valley Transport Refrigeration</td>
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<td>Valley Truck Parts</td>
<td>Van De Pol Petroleum</td>
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<td>W.H. Breshears, Inc.</td>
<td>Wells Fargo Equipment Finance</td>
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<tr>
<td>Winton Ireland Strom &amp; Green Insurance</td>
<td>Western Truck Center</td>
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<td>Wismettac</td>
<td>Western Truck Insurance Services, Inc.</td>
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<td>Western Truck Parts &amp; Equipment Co.</td>
<td>Wilshire Insurance Co.</td>
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<tr>
<td>Winton Ireland Strom &amp; Green Insurance</td>
<td>XTRA Lease</td>
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**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/onlinespecs](http://www.naylor.com/onlinespecs)