



# PENNSYLVANIA MOTOR TRUCK ASSOCIATION

## Reach trucking professionals in a multi-billion dollar industry

### The PMTA Advantage

- PMTA members spend more than **\$405 million** on products and services each year. Our members are the owners and fleet managers of the **most prominent trucking firms** within the state.
- Trucks transport **91%** of all manufactured tonnage in Pennsylvania. The state's leading industries – food processing, chemical products, machinery, electric equipment, and tourism – are all dependent on the trucking industry.
- Trucks are the sole means of delivery of all of the goods and supplies to **86%** of Pennsylvania's communities.
- Pennsylvania has **more than 22,000** trucking companies.

### Who We Are

The Pennsylvania Motor Truck Association was organized to promote the common business interests of persons engaged in the motor transportation industry and is dedicated to effectively representing the concerns of the trucking industry to members, government and regulatory agencies and the general public.

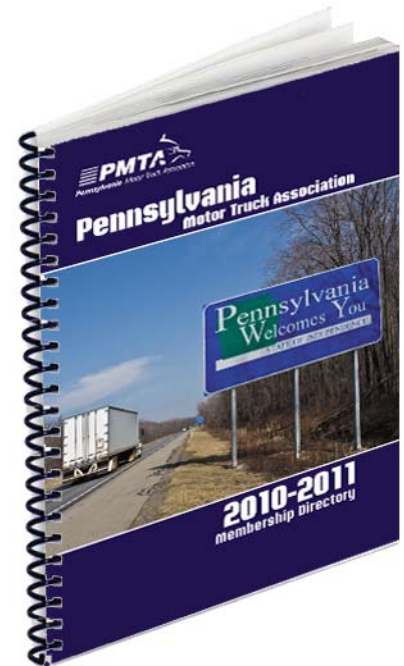
Some of PMTA's recent initiatives have included lobbying for fair and equitable highway transportation funding, lobbying against tolling I-80 and leasing the Pennsylvania Turnpike and working to reduce emissions.

### Member Profile

PMTA members are the operators and managers responsible for specifying, recommending and approving purchases on behalf of their organizations, and they value the importance of doing business with vendors who support their association and industry.

The *2011-2012 Membership Directory* will be mailed directly to every member and affiliate member of the Pennsylvania Motor Truck Association. The directory will also be distributed to PA legislators and all state trucking association managers.

**For more information, please contact:**



### Publication features:

#### **Advertiser.com**

All advertisers receive a free Advertiser.com listing. Our cross-reference highlights your company's Web address to help increase your online traffic.

#### **Index of Advertisers**

All advertisers receive a free custom listing in our Index of Advertisers. Your company will be listed under the category of your choice along with the page number of your ad.



To learn more about PMTA, visit:

[www.pmta.org](http://www.pmta.org)

# 2011-2012 Membership Directory

## Net Advertising Rates

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

### Full-Color Rates

**1x**

Double Page Spread	\$3,279.50
Outside Back Cover	\$2,989.50
Inside Front or Inside Back Cover	\$2,779.50
Full Page	\$2,509.50
2/3 Page	\$2,159.50
1/2 Page	\$1,599.50
1/3 Page	\$1,289.50
1/4 Page	\$939.50
1/6 Page	\$769.50
1/8 Page	\$579.50

### Black-and-White Rates

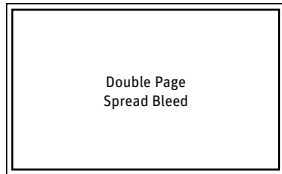
**1x**

Full Page	\$1,639.50
2/3 Page	\$1,399.50
1/2 Page	\$1,139.50
1/3 Page	\$799.50
1/4 Page	\$679.50
1/6 Page	\$569.50
1/8 Page	\$439.50

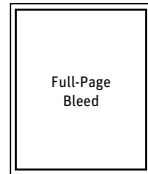
# 2011-2012 Membership Directory

## Print Advertising Specifications

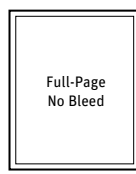
**Roster Trim Size:** 5.75" x 8.5"



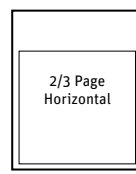
11.75" x 8.75"



6" x 8.75"



5" x 7.5"

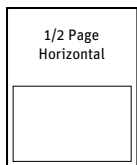


5" x 4.916"

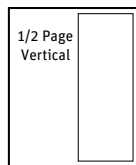
**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

**DPS Live Area:** 10.75" x 7.5"

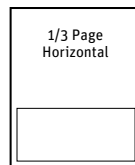
**Full Page Live Area:** 5" x 7.5"



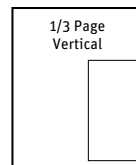
5" x 3.666"



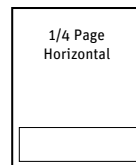
2.333" x 7.5"



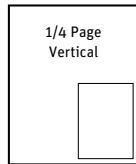
5" x 2.333"



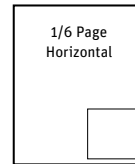
2.333" x 4.916"



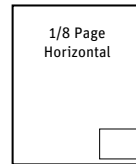
5" x 1.666"



2.333" x 3.666"



2.333" x 2.333"



2.333 x 1.666"

### Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

### 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 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 under the Client Support section click "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, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

# 2011-2012 Membership Directory

## 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"/> Air Freight                        | <input type="checkbox"/> Insurance  |
| <input type="checkbox"/> Attorneys                          | <input type="checkbox"/> Mounted Equipment                                  |
| <input type="checkbox"/> Auctioneers                        | <input type="checkbox"/> Oil & Lubricants                                   |
| <input type="checkbox"/> Automated Fueling                  | <input type="checkbox"/> Parts & Accessories                                |
| <input type="checkbox"/> Background Checks                  | <input type="checkbox"/> Petroleum Products/Fuels                           |
| <input type="checkbox"/> Bodies - Sales & Service           | <input type="checkbox"/> Private Carriers                                   |
| <input type="checkbox"/> Brakes                             | <input type="checkbox"/> Professional Employee Services                     |
| <input type="checkbox"/> Cable & Wireless                   | <input type="checkbox"/> Roadside Assistance                                |
| <input type="checkbox"/> Certified Public Accountants       | <input type="checkbox"/> Routing Software                                   |
| <input type="checkbox"/> Check Services                     | <input type="checkbox"/> Security   |
| <input type="checkbox"/> Claims Management                  | <input type="checkbox"/> Software & Bar Coding                              |
| <input type="checkbox"/> Commercial Leasing & Service       | <input type="checkbox"/> Springs/Suspension Systems                         |
| <input type="checkbox"/> Commercial Truck Terminals         | <input type="checkbox"/> Tank Sales & Service                               |
| <input type="checkbox"/> Communications                     | <input type="checkbox"/> Tire Sales & Service                               |
| <input type="checkbox"/> Computers/Data Services/Software   | <input type="checkbox"/> Trailer Leasing                                    |
| <input type="checkbox"/> Consulting                         | <input type="checkbox"/> Trailer Sales & Service                            |
| <input type="checkbox"/> Container Storage, Repairs & Sales | <input type="checkbox"/> Transmission - Parts & Rebuilding                  |
| <input type="checkbox"/> Decals, Signs & Fleet Graphics     | <input type="checkbox"/> Transmission, Differentials & Driveline Components |
| <input type="checkbox"/> Diesel Engines                     | <input type="checkbox"/> Transportation Safety & Compliance Services        |
| <input type="checkbox"/> Diesel Repair                      | <input type="checkbox"/> Transportation Solutions & Services                |
| <input type="checkbox"/> Driver & Labor Leasing             | <input type="checkbox"/> Truck & Trailer Refrigeration                      |
| <input type="checkbox"/> Driver Training                    | <input type="checkbox"/> Truck Bodies - Sales & Service                     |
| <input type="checkbox"/> Drug Testing/Medical Services      | <input type="checkbox"/> Truck Driver Leasing                               |
| <input type="checkbox"/> Dry Van and Trailer Leasing        | <input type="checkbox"/> Truck Leasing, Sales & Service                     |
| <input type="checkbox"/> Emergency Spill Response           | <input type="checkbox"/> Truck Manufacturers                                |
| <input type="checkbox"/> Environmental Services             | <input type="checkbox"/> Truck Stops  |
| <input type="checkbox"/> Financing Services                 | <input type="checkbox"/> Truck Washing Equipment                            |
| <input type="checkbox"/> Fleet Fueling                      | <input type="checkbox"/> Used Trucks  |
| <input type="checkbox"/> Fleet Maintenance                  | <input type="checkbox"/> Utility- Facilities & Fleet Services               |
| <input type="checkbox"/> Florida Turnpike System            | <input type="checkbox"/> Weigh Station Bypass                               |
| <input type="checkbox"/> Hazmat & Truck Placards            | <input type="checkbox"/> Wet Line Kits                                      |
| <input type="checkbox"/> Heavy Haulers/Wrecker Services     | <input type="checkbox"/> Workers' Compensation                              |
| <input type="checkbox"/> Hydraulic Trucks                   | <input type="checkbox"/> 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:** \_\_\_\_\_

# 2011-2012 Membership Directory

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## Past Advertisers

The CEI Group, Inc.  
ADESA Auctions Pittsburgh  
Arcline (2000), Inc.  
Arrow Truck Sales  
Bennett Supply Company  
Bergey's Heavy Duty Truck Center  
Berks Packing Company  
Berman Freightliner  
Bicehouse Consulting  
Boles, Metzger, Brosius & Emrick, PC  
Bridgestone/Firestone North American Tire, LLC  
Calhoun Distribution Company, Inc.  
Charles W. Karper (CWK)  
Charlie's Repair Service, LLC  
Chevron Global Lubricants  
Clean Burn, Inc.  
Clouse Trucking, Inc.  
Credential Leasing Corp.  
CSTK East, LLC  
Cummins Power Systems, Inc.  
Derr Flooring Co.  
Dickie McCamey & Chilcote  
E & J Trucking, Inc.  
Eastern Industries, Inc.  
ECBM, Inc.  
Eck's Garage  
Eleanor Capograsso, PLLC  
Fedex Ground, Inc.  
Fineman Krekstein & Harris  
Fox and James  
Franks Mobile Repair  
Fuelrite, LLC  
German Gallagher & Murtagh  
Gordon's Body Shop, Inc.  
Great West Casualty Company  
HDH Group, Inc. Transportation Division  
Henise Tire Service  
Hess Auctioneers, LLC  
Highland's Tire & Service Centers  
HR Resolutions, LLC  
HUB International Transportation Services, Inc.  
Hunter Keystone Peterbilt  
Insurance Office of America  
International Truck & Engine Corp.  
InterStar North America, Inc.  
Interstate Motor Carriers Agency, Inc.  
J & E Trucking  
J & J Truck Bodies & Trailers  
Kaplin, Stewart, Meloff, Reiter & Stein  
Kathy's Fuel Tax Services  
Kennett Insurance Services  
Lancaster County Career and Tech Center  
Lehigh Career & Technical Inst. (LCTI)  
Lynch Financial, LLC  
Maryland Mobile Trailer Service, Inc.  
Mohawk Lifts of PA, Inc.  
Morgan Corporation  
Penn Detroit Diesel-Allison  
Penn View Equipment  
PeopleNet  
Pitt Ohio Express, Inc.  
PPC Lubricants  
PrePass/ACS State and Local Solutions  
Qualcomm  
Ransome Engine  
Rawle & Henderson, LLP  
River's Truck Center, Inc.  
Samuel J. Lansberry, Inc.  
Schneider Downs & Co., Inc.  
Sentry Insurance  
Smith & Solomon Training Solutions  
Strick Group, The  
Trans Equipment Company  
Truck Shop, Inc., The  
Volpe Express, Inc.  
Wabash National Trailer Centers  
Wayman, Irvin & McAuley, LLC