



## MEDIA KIT

LET TIA DELIVER YOUR MESSAGE TO THIRD-PARTY LOGISTICS PROVIDERS (3PLS) NATIONWIDE!

CONTACT:

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Integrated Media Director  
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ahammond@naylor.com

- + *3PL Perspectives Magazine*
- + *Membership Directory and Resource Guide*
- + *TIA Website*
- + *Online Directory and Buyers' Guide*
- + *Logistics Weekly*
- + *Sponsored Content Eblasts*
- + *3PL Perspectives Website*
- + *Programmatic Advertising*

# About The Industry



✦ 7 out of 10 TIA members are small, family-owned businesses



✦ TIA is the voice of the third-party logistics industry with 1,700 member companies



✦ TIA is the U.S. Member of the International Federation of Freight Forwarders Association (FIATA)

## Reach...

KEY DECISION-MAKERS IN THE INDUSTRY THAT INCLUDE:

- ✦ Transportation brokers
- ✦ Shippers
- ✦ Domestic & int'l freight forwarders
- ✦ Motor carriers
- ✦ NVOCCs
- ✦ Perishable commodity brokers
- ✦ Logistics management companies
- ✦ Intermodal marketing companies



## 3PL INDUSTRY IMPACT ON U.S. ECONOMY



**1.5x**

the size of the beer industry



**\$185.7 BILLION**  
**3PL INDUSTRY**



**4x**

the size of the candy industry



Growing at

**2-3x GDP**



**\$7.5 BILLION PAYROLL**

**126 THOUSAND EMPLOYEES**



# Why TIA?

Transportation intermediaries or third party logistics companies (3PL) act as the facilitators to arrange the efficient and economical movement of goods. They serve tens of thousands of shippers and carriers, bringing together the transportation needs of the cargo by rail, motor, air, and ocean carriers. Transportation intermediaries play a key role in cross border transportation by land, sea, and air.



## WEBSITE:

Advertising on [www.tianet.org](http://www.tianet.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of 3PL professionals.

## ONLINE BUYERS' GUIDE:

The TIA *Online Directory and Buyers' Guide* is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, *Online Directory and Buyers' Guide* makes it easy to locate products and professional services geared to the transportation intermediaries industry.

## MAGAZINE:

With bonus distribution at conferences throughout the year, TIA's monthly magazine delivers the latest industry news on legislative and regulatory policies, managing the business side of a third-party logistics, and other trending topics. *3PL Perspectives* is also available to members in a fully interactive digital version.

## ENEWSLETTER:

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

## SPONSORED CONTENT EBLAST:

Establish your company as a thought leader by participating in our monthly eblast opportunity. This exclusive opportunity is limited to only ONE company per month.

## DIRECTORY:

Combining the TIA *Membership Directory and Resource Guide*, this publication includes information about members, state of the industry information, and exclusive TIA data providing greater insight into the third-party logistics industry and is also available in a fully interactive digital version.

## MAGAZINE WEBSITE:

The 24/7 Home of TIA's industry content, this microsite serves as the TIA communications hub and provides access to current issues of *3PL Perspectives* magazine. This microsite offers several cost effective opportunities to position your company as a leader in front of an influential group of third-party logistics.

## PROGRAMMATIC ADVERTISING:

By expanding your reach with display targeting tactics, you have infinite possibilities to make an impression. You can drive brand awareness and reach your targeted audience across the web, while increasing accuracy and eliminating waste.

# 2020 Content Calendar\*

ISSUE	THEMES	BONUS DISTRIBUTION	DEADLINE
JANUARY 2020	<b>2020 Vision</b> + Economics	NITL	Space Reservation: 11/4/19 Materials Due: 11/6/19
FEBRUARY 2020	<b>Technology/AI</b> + Data Supply Chain + Blockchain + Brokerage Operations	BB&T/Stifel, RILA (Retail Industry Leaders Association), Air Cargo Conference	Space Reservation: 12/6/19 Materials Due: 12/10/19
MARCH 2020	<b>Finance/Economy</b> + What is necessary Coverage/Cost + Economics	JOC, Food Shippers of America	Space Reservation: 1/7/20 Materials Due: 1/9/20
APRIL 2020	<b>2020 Annual Conference</b> + TBD	TIA Conference, NASSTRAC, NCBFAA (National Customs Brokers & Forwarders Association of America)	Space Reservation: 2/10/20 Materials Due: 2/12/20
MAY 2020	<b>Sustainability</b> + Environmental	BiTA (Blockchain in Transport Alliance)	Space Reservation: 3/11/20 Materials Due: 3/13/20
JUNE 2020	<b>Summer Slump</b> + Productivity	TIA Fly-In, TMSA (Transportation Marketing & Sales Association), United Fresh Produce Association Conference, GCCE	Space Reservation: 4/7/20 Materials Due: 4/9/20
JULY 2020	<b>Leadership/Operations</b> + Leadership		Space Reservation: 5/12/20 Materials Due: 5/14/20
AUGUST 2020	<b>International</b> + Trade War + Port to Port		Space Reservation: 6/8/20 Materials Due: 6/10/20
SEPTEMBER 2020	<b>Cargo</b> + Claims + Legal	DAT, McLeod, TMW User Conferences	Space Reservation: 7/11/20 Materials Due: 7/13/20
OCTOBER 2020	<b>HR</b> + Legal + HR		Space Reservation: 8/10/20 Materials Due: 8/12/20
NOVEMBER 2020	<b>Election</b> + Impact/Predictors	TIA Technovations	Space Reservation: 9/9/20 Materials Due: 9/11/20
DECEMBER 2020	<b>2020 Recap</b> + Economics		Space Reservation: 10/8/20 Materials Due: 10/13/20

\*Calendar is subject to change without notice.

## IN EVERY ISSUE:

- ✚ President's Message
- ✚ (New) Education (webinar calendar)
- ✚ DAT Freight Index
- ✚ Meet Up with TIA Staff (calendar)
- ✚ Transcredit Freight Payment Index

# 3PLPERSPECTIVES

## NET ADVERTISING RATES

All rates include an ad link in the digital edition of the magazine.

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

FULL-COLOR RATES	1-2X	3-5X	6-11X	12X
Double Page Spread	\$2,859.50	\$2,569.50	\$2,429.50	\$2,289.50
Outside Back Cover	\$2,429.50	\$2,269.50	\$2,179.50	\$2,099.50
Inside Front or Inside Back Cover	\$2,429.50	\$2,269.50	\$2,179.50	\$2,099.50
Full Page	\$1,639.50	\$1,479.50	\$1,389.50	\$1,309.50
2/3 Page	\$1,409.50	\$1,269.50	\$1,199.50	\$1,129.50
1/2-Page Island	\$1,209.50	\$1,089.50	\$1,029.50	\$969.50
1/2 Page	\$1,039.50	\$939.50	\$879.50	\$829.50
1/3 Page	\$779.50	\$699.50	\$659.50	\$619.50
1/4 Page	\$599.50	\$539.50	\$509.50	\$479.50
1/6 Page	\$469.50	\$419.50	\$399.50	\$379.50
1/8 Page	\$369.50	\$329.50	\$309.50	\$299.50

BLACK-AND-WHITE RATES	1-2X	3-5X	6-11X	12X
Full page	\$1,229.50	\$1,109.50	\$1,049.50	\$979.50
2/3 Page	\$1,059.50	\$949.50	\$899.50	\$849.50
1/2-Page Island	\$909.50	\$819.50	\$769.50	\$729.50
1/2 Page	\$779.50	\$699.50	\$659.50	\$619.50
1/3 Page	\$589.50	\$529.50	\$499.50	\$469.50
1/4 Page	\$449.50	\$399.50	\$379.50	\$359.50
1/6 Page	\$349.50	\$309.50	\$299.50	\$279.50
1/8 Page	\$279.50	\$249.50	\$239.50	\$219.50

*\*Member receive a 10% discount*

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

*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. **Rates as of April 2018**



# 3PL PERSPECTIVES

## DIGITAL EDITION

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

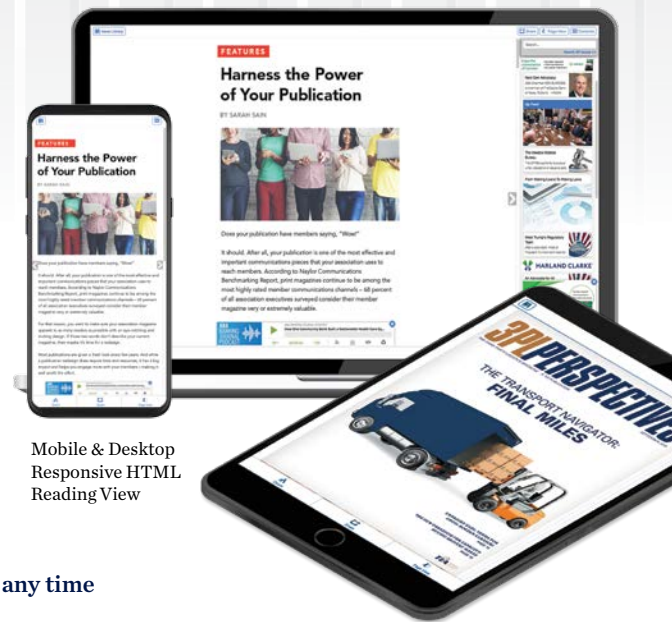
3PL Perspectives is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- ✦ 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 (all views) | \$1,500

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

#### 2 Rectangle (all views) | \$1,300

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 | \$1,150

#### 4 2<sup>nd</sup> TOC Mobile Banner | \$1,000

### In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### HTML5 Ad | \$1,250

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 | \$1,300

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 | \$700

+ Medium Insert | \$500

+ Large Outsert | \$700

+ Medium Outsert | \$500

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# 3PL PERSPECTIVES

## DIGITAL EDITION E-BLAST SPONSORSHIP OPPORTUNITY

In addition to the print distribution, each month, *3PL Perspectives* is also delivered via email to third-party logistics industry decision-makers and members, making them aware that the digital edition is available for viewing. Each new issue is posted on the *3PL Perspectives* website with a full archive of past issues.

The mockup shows a banner with the NAYLOR ASSOCIATION SOLUTIONS logo and the text "Sponsored eBlast". Below this is a grey box with "640 x 100". The main content area features a tablet displaying the 3PL PERSPECTIVES cover, which includes the title "THE TRANSPORT NAVIGATOR: FINAL MILES" and an image of a truck and a forklift. A red arrow points to the tablet with the text "CLICK HERE TO READ MORE!". Below the tablet, there is a paragraph about the latest issue of Association Advisor, a link to the mobile-optimized reading view, and a list of highlight features: President's Message, Inclusive Leadership, Advice From the Corner Office, and Let's Talk Programmatic Advertising. The footer includes the NAYLOR ASSOCIATION SOLUTIONS logo, contact information (1600 Nezs Ave., Winnipeg, Manitoba P. 555-555-5555), and social media icons for Facebook, Twitter, and Instagram.

**Disclaimer:** Please note that the mockup is a sample image only that shows overall e-Blast layout.

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### THE UNIQUE BENEFITS OF A TARGETED E-BLAST

- ✦ Exclusive ad space means you enjoy maximum visibility
- ✦ Deliver your message directly to the inbox of decision-makers and members
- ✦ Frequently forwarded to others for additional exposure
- ✦ Direct visitors to the landing page of your choice to facilitate the purchasing process.

### 3PL PERSPECTIVES DIGITAL EDITION E-BLAST

1 issue | \$1,100

- ✦ 640 x 100 Sponsored Banner
- ✦ Exclusive position — you are the only sponsor sent out for an entire quarter.
- ✦ Only one spot available – NO ROTATION
- ✦ Max file size 100kb
- ✦ JPG only (no animation)

# Content Marketing Opportunities

## 3PL PERSPECTIVES

### POSITION YOURSELF AS A LEADER IN THE INDUSTRY!

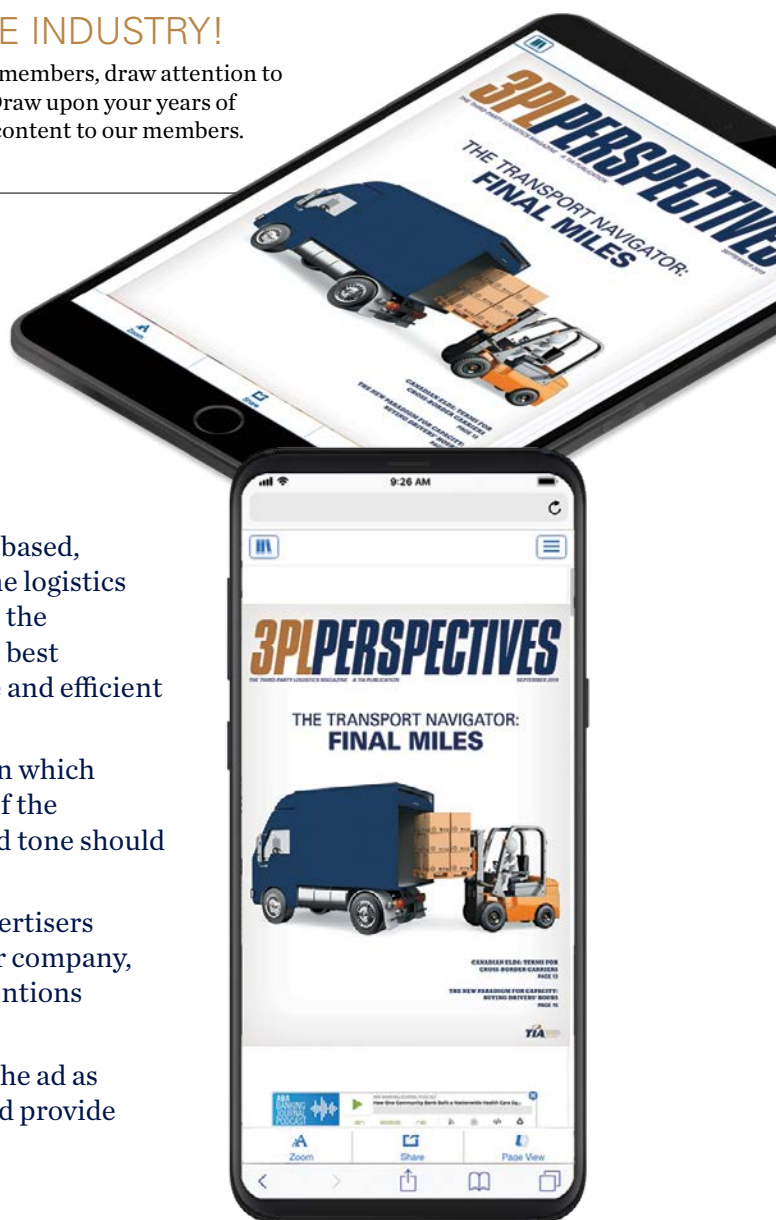
Include your instructional piece in 3PL Perspectives and educate our members, draw attention to a recent study, highlight your white paper or publish an infographic. Draw upon your years of experience in the industry and provide knowledgeable and informed content to our members.

### SPONSORSHIP OPPORTUNITIES

- ✦ **Two Page Spread - \$3,149.50 (Per Issue)**  
(Includes one full-page of editorial and one full-page ad)
- ✦ **One-Page - \$1,799.50 (Per Issue)**

### CONTENT GUIDELINES

- ✦ Content should be educational in nature and solution-based, geared to solving a common problem or need within the logistics industry. The educational content should not promote the company's product or service but rather communicate best practices that would allow readers to be more effective and efficient in their roles.
- ✦ Content should include practical, useful information in which readers would find value, and should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- ✦ Separately from the educational content, editorial advertisers are encouraged to also include information about their company, testimonials and other helpful resources, but these mentions should be separate from the main messaging.
- ✦ TIA reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and provide maximum value for its members.
- ✦ Content must identify company and state that it's an advertisement.



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# Membership Directory and Resource Guide

## NET ADVERTISING RATES

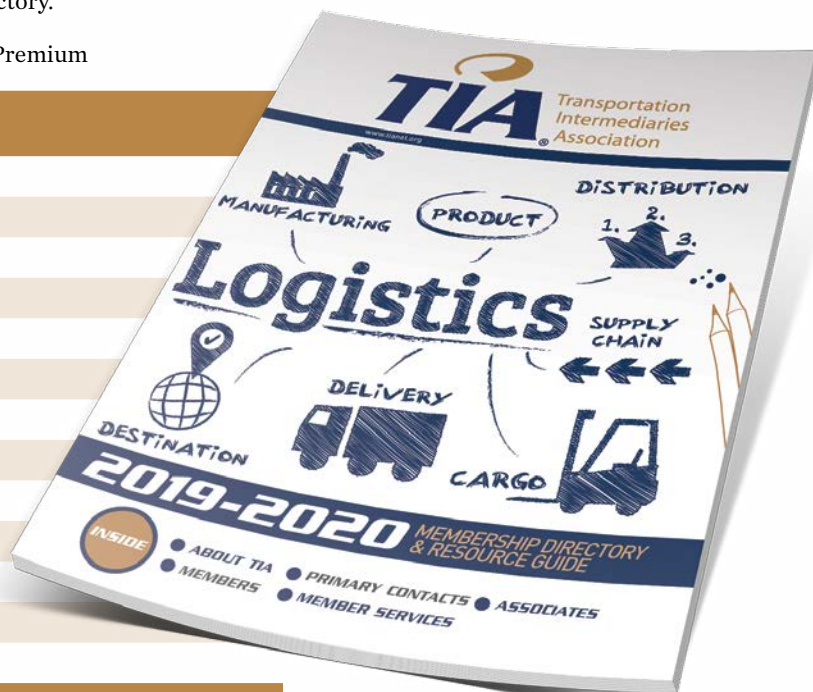
All rates include an ad link in the digital edition of the directory.

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

FULL-COLOR	RATES
Double Page Spread	\$4,369.50
Outside Back Cover	\$3,709.50
Inside Front or Inside Back Cover	\$3,499.50
Tab	\$3,389.50
Full Page	\$2,949.50
2/3 Page	\$2,699.50
1/2-Page Island	\$2,449.50
1/2 Page	\$2,359.50
1/3 Page	\$2,009.50
1/4 Page	\$1,839.50
1/6 Page	\$1,319.50
1/8 Page	\$989.50

BLACK-AND-WHITE	RATES
Full page	\$1,939.50
2/3 Page	\$1,699.50
1/2-Page Island	\$1,419.50
1/2 Page	\$1,249.50
1/3 Page	\$979.50
1/4 Page	\$779.50
1/6 Page	\$619.50
1/8 Page	\$469.50

DIGITAL EDITION	RATES
Skyscraper	\$770
Sponsorship w/ Toolbar	\$570
Leaderboard	\$930



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# Membership Directory and Resource Guide

DIGITAL EDITION – [www.naylornetwork.com/tri-nxt2](http://www.naylornetwork.com/tri-nxt2)

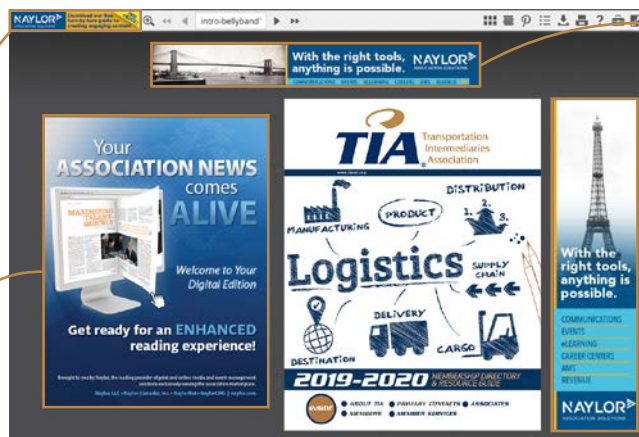
In addition to print, the *Membership Directory* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. The directory is emailed to readers as well as posted on the TIA website. An archive of the Membership Directory and Resource Guide is available, securing your ad a lasting online presence.

## READERS CAN:

- + Bookmark pages and insert notes
- + Keyword search the entire directory
- + Navigate and magnify pages with one click
- + View instantly from most smartphones and tablets
- + View archives and find a list of sections for one-click access
- + Read the *Membership Directory and Resource Guide* online or download and print for later

## EXTEND YOUR ADVERTISING INVESTMENT WITH DIGITAL MEDIA:

- + Link your ad to the landing page of your choice
- + Increase website traffic
- + Interact with viewers to help the buying process
- + Generate an immediate response from customers



## DIGITAL LEADERBOARD | \$930

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

## DIGITAL SKYSCRAPER | \$770

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

## AD LINK | INCLUDED IN DISPLAY AD RATES

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

## DIGITAL SPONSORSHIP W/TOOLBAR | \$570

Your message will be prominently displayed directly across from the cover of the directory. Video capabilities not available for Sponsorship Max.

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

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# TIA Website [www.tianet.org](http://www.tianet.org)

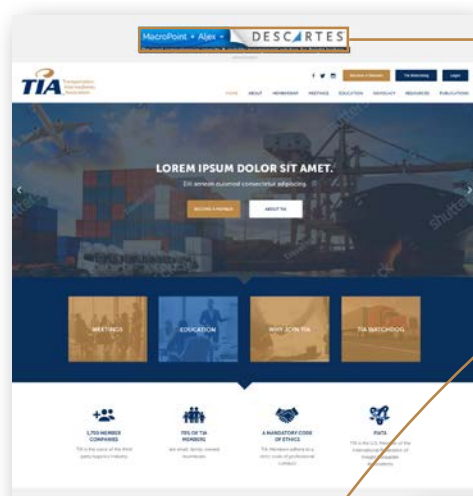
Advertising on [www.tianet.org](http://www.tianet.org) offers several cost-effective opportunities to position your company as a leader in front of an influential group of 3PL professionals.

## FEATURES OF TIA WEBSITE ADVERTISING:

- ✦ Cross-promoted in other TIA publications and communication pieces
- ✦ Directs visitors to the landing page of your choice to expedite purchases
- ✦ Year-round visibility reinforces brand recognition
- ✦ Allows dynamic, time-sensitive promotion

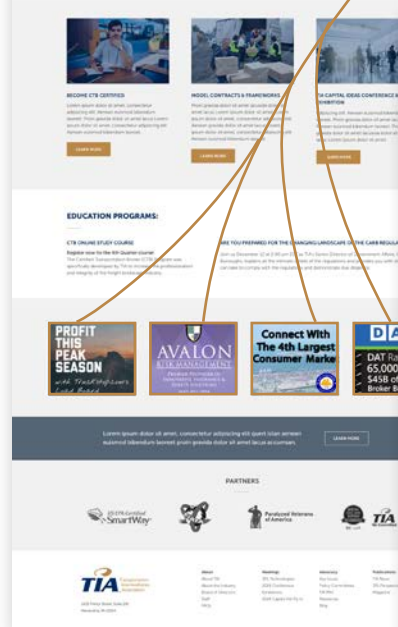
**ADS ON TIANET.ORG CAN RECEIVE UP TO 3,356 IMPRESSIONS PER MONTH.**

*\*Traffic numbers are from May 2019 - November 2019*



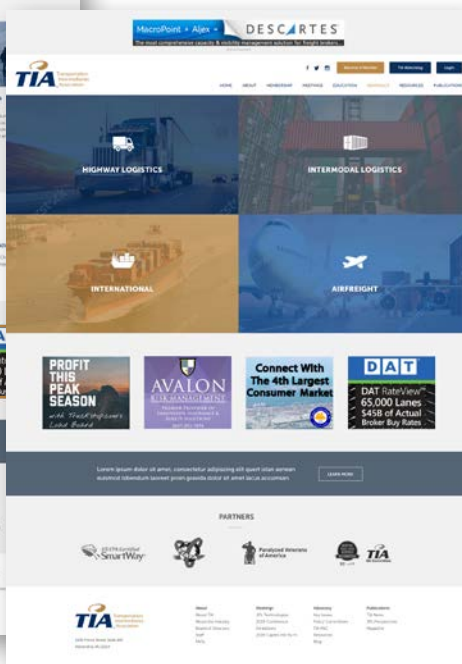
LEADERBOARD (6 ROTATIONS)  
12 MONTHS | \$5,175

- ✦ One position with visibility on the Home page and subpages with six advertisers rotating
- ✦ 728 x 90 pixels



RUN-OF-SITE RECTANGLE  
12 MONTHS | \$3,410

- ✦ Four positions with three advertisers rotating in each position
- ✦ 300 x 250 pixels



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

# Online Directory and Buyers' Guide - [tia.officialbuyersguide.net](http://tia.officialbuyersguide.net)

The TIA Online Directory and Buyers' Guide is a user-friendly forum designed to bring suppliers and end-users together. Available whenever you need it, Online Directory and Buyers' Guide makes it easy to locate products and professional services geared to the transportation intermediaries industry.

## A REFERENCE AT YOUR FINGERTIPS:

- ✦ Cross-promoted in other TIA communication pieces
- ✦ Optimized to drive traffic from search engines and the TIA home page
- ✦ Efficient browsing with fewer clicks
- ✦ Users can set the Online Directory and Buyers' Guide as their default browser, bringing them to your listing
- ✦ Directs visitors to a landing page to learn more about your business
- ✦ Google integration returns richer results
- ✦ Consumers come to you when they are ready to buy
- ✦ Customized listing and enhanced content

## CURTAIN AD – EXCLUSIVE POSITION 12 MONTHS | \$4,400

Leaderboard: 970 x 90 pixels; Billboard: 970 x 300 pixels

Display your business on every page of the Online Directory and Buyers' Guide. Your message expands to display on every page of the Online Directory and Buyers' Guide.

## LEADERBOARD & LARGE RECTANGLE BANNER PACKAGE – 12 MONTHS | \$3,200

Leaderboard: 728 x 90 pixels; Rectangle Banner: 300 X 250 pixels

A maximum of six advertisers will rotate through two run-of-site leaderboards and two run-of-site rectangle banners.

## BOTTOM RECTANGLE – 12 MONTHS | \$2,090

Bottom Rectangle: 300 x 250 pixels

A maximum of four advertisers will rotate through the bottom run-of-site rectangle banner.

## ON AVERAGE, THE BUYERS' GUIDE RECEIVES:

- ✦ Over 4,100 visits per month
- ✦ More than 9,500 page views per month
- ✦ Over 4 pages viewed per visit

*\*Traffic numbers from November 2018 - November 2019*



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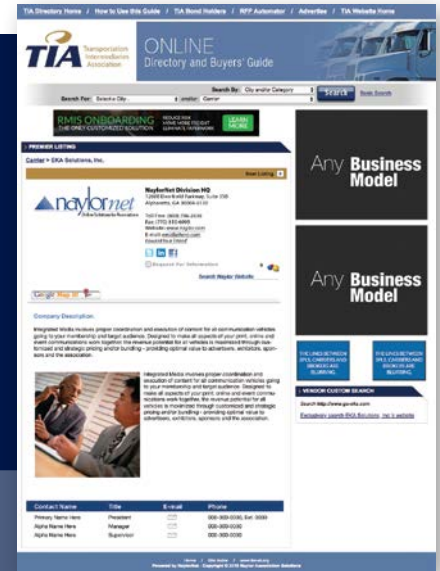
# Online Directory and Buyers' Guide - [tia.officialbuyersguide.net](http://tia.officialbuyersguide.net)

## PREMIER LISTING PACKAGE | \$340

Premier Listings are designed to offer heightened visibility within the *Online Directory and Buyers' Guide*. Premier Listings appear on a first-reserved, first-listed basis on top of all basic listings, ensuring they are seen first. Premier Listings contain all basic information. *Includes five (5) product/service category listings of your choice. Additional category listings are \$50 each.*

### PREMIER LISTING ADDITIONAL FEATURES:

- ✦ Full-color company logo
- ✦ Active website, social media links, email address and up to five contacts
- ✦ Extended company profile and products and services listing
- ✦ Full-color product image and description linked to your website
- ✦ Google map of your business location
- ✦ Google site search: to search your website from your Premier Listing
- ✦ Request for information: a contact form to reach a representative from your business



## GUARANTEED POSITION

For companies that want to ensure top visibility in their category, we offer guaranteed placement above your competitors. When visitors click on a product/service category on the home page of the buyers' guide, your company is the first that they see. *Includes Premier Listing upgrade.*

**Category Sponsor #1 | \$1,210**

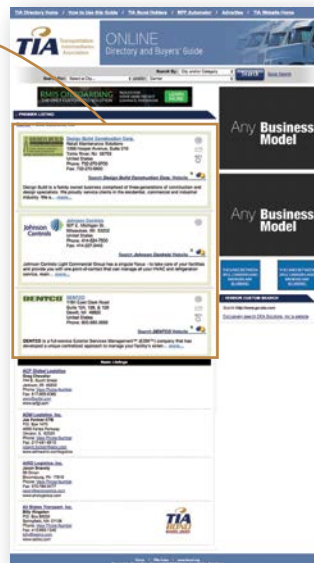
**Category Sponsor #2 | \$1,090**

**Category Sponsor #3 | \$990**

**Category Sponsor #1 Listing with Video | \$1,460**

**Category Sponsor #2 Listing with Video | \$1,335**

**Category Sponsor #3 Listing with Video | \$1,210**



## VIDEO UPGRADE

Bring your Premier Listing to life! Add a video with sound that shows your product or company in real life. Videos can run up to 5 minutes.

**Upgrade | \$225**



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# Logistics Weekly eNewsletter

## ABOUT THE ENEWSLETTER

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

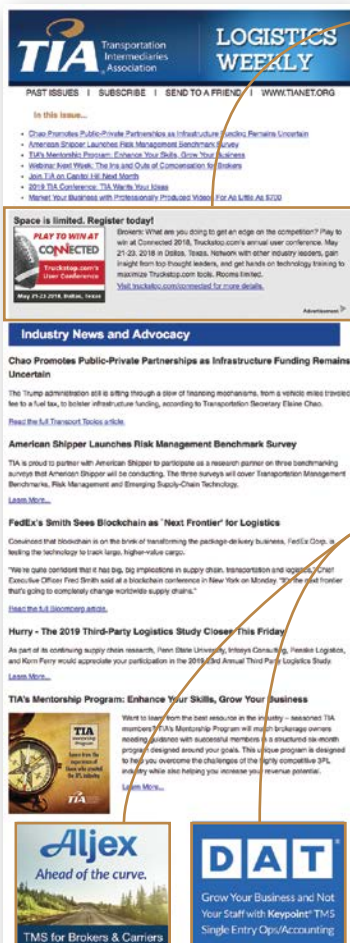
DISTRIBUTED WEEKLY  
ON WEDNESDAYS

## SECTION INCLUDES

- + Hot Topics
- + News Briefs
- + Upcoming Events
- + Industry News

## ENJOY THE BENEFITS OF A TARGETED ENEWSLETTER:

- + Delivers your message directly to the inbox of key decision-makers on a regular basis
- + In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- + Frequently forwarded to others for additional exposure
- + Cross-promoted in other TIA 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



## SPONSORED CONTENT (180 X 150 PIXELS)

- 1st Sponsored Content - 12 Months | \$5,510
- 2nd Sponsored Content - 12 Months | \$4,915
- 3rd Sponsored Content - 12 Months | \$4,390
- 4th Sponsored Content - 12 Months | \$3,865

- + 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. Can be logo or product image (.JPG or .PNG file, 72dpi, RGB)
- + JPEG Only

## RECTANGLES (300 X 250 PIXELS)

- First Row 2 Rectangles - 12 Months | \$5,240
- Second Row 2 Rectangles - 12 Months | \$4,630
- Third Row 2 Rectangles - 12 Months | \$4,105
- Fourth Row 2 Rectangles - 12 Months | \$3,580

- + Only two spots per position available - NO ROTATION
- + Located between popular sections of the eNewsletter

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

# Exclusive Sponsored Content Eblast

## ABOUT SPONSORED CONTENT EBLAST

Establish your company as a thought leader by participating in our monthly eblast opportunity. This exclusive opportunity is limited to only ONE company per month. Each eblast is sent to key decision leaders in the industry that include:

- + Transportation brokers
- + Shippers
- + Domestic & int'l freight forwarders
- + Motor carriers
- + NVOCCs
- + Perishable commodity brokers
- + Logistics management companies
- + Intermodal marketing companies

## THIS OPPORTUNITY INCLUDES:

- + 600 x 350 banner
- + One company logo (150 pixels wide max.)
- + Company tagline (5-10 words)
- + 70-100 words of text
- + One URL/call-to-action link

**\$3,865 Per Eblast**

## ADVERTORIAL GUIDELINES

- + Content should include practical, useful information in which the member would find value, which should be independent of the particular advertisers. This overall message and tone should not be promotional in nature.
- + TIA reserves the right to edit or alter content as it deems necessary to meet the above requirements and provide maximum value for its members.

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

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.

## Transportation Intermediaries Association

### Sponsored Content



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Download Now

**\$3,680 PER EBLAST**





# 3PL Perspectives Website

3PLMAGAZINE.TIANET.ORG

The 24/7 Home of TIA's industry content, this microsite serves as the TIA communications hub and provides access to current issues of *3PL Perspectives* magazine. This microsite offers several cost effective opportunities to position your company as a leader in front of an influential group of third-party logistics.

Advertising on the 3PL Perspectives website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors to [3plmagazine.tianet.org](http://3plmagazine.tianet.org) get current news as well as archived issues of *3PL Perspectives*.

Build awareness of your brand by placing your message in multiple resources, then reinforce brand recall by advertising on the website where TIA members go to reference those same resources.

## FEATURES OF 3PL PERSPECTIVES WEBSITE ADVERTISING:

- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



### LEADERBOARD (728 X 90 PIXELS)

Display your message above the navigation menu throughout the magazine website - only 3 rotations. (Run-of-site)  
**\$2,430 - 12 Months**

### SKYSCRAPER (160 X 600 PIXELS)

Position your company next to the recent posts section on every page - only 3 rotations. (Run-of-site)  
**\$2,185 - 12 Months**

### RECTANGLES (300 X 250 PIXELS)

Get your message in front of visitors by advertising in this run-of site position on the right of each page - only 3 rotations. (Run-of-site)  
**\$1,920 - 12 Months**

### SPONSORED CONTENT

Your content will be displayed on the home page for 1 month with multiple touch points throughout the microsite and then archived indefinitely.  
*Only one per month.*  
**\$2,700 - 12 months**

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

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.



# 3PL Perspectives Website Sponsored Content

## HOMEPAGE

New Sponsored Content features are now available on the *3PL Perspectives* website! You have the unique opportunity to position yourself as a thought leader in our industry by including content under your specific area of expertise.

*Sponsored Content will appear on a first-come, first-served basis and only one company is allowed per month.*

## FEATURES OF 3PL PERSPECTIVES SPONSORED CONTENT ADVERTISING:

Exclusive premium category placement  
(Only three allowed per month with exclusivity by category)

- |                          |              |
|--------------------------|--------------|
| + Business Management    | + Legal      |
| + Government Regulations | + Marketing  |
| + Insurance              | + Operations |
| + International          | + Technology |

- + Extended company editorial content. Article must focus on category selected and should be 2000 words or less.
- + Direct visitors to the landing page of your choice.
- + Archived for top searchability on the *3PL Perspectives* website.

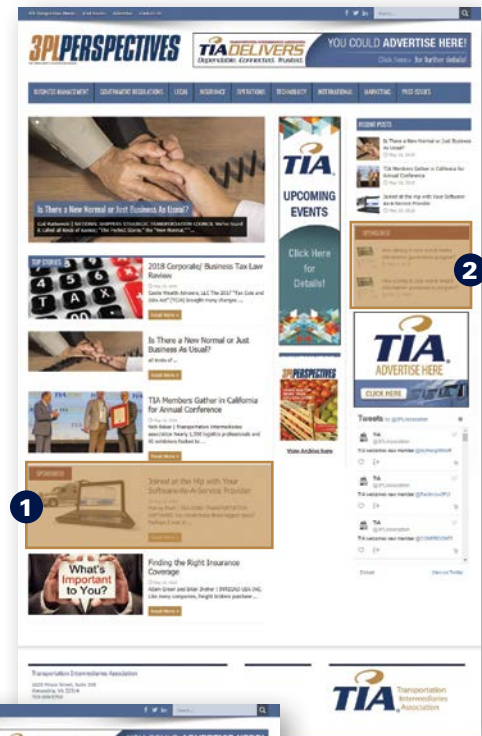
## ARTICLE WILL BE ACCESSIBLE THROUGH:

- 1 The main sponsored content section on the home page.
- 2 The thumbnail and hyperlinked article section on all pages of the website.
- 3 The sub page that houses your article.
- 4 The Related Stories section.

## SPONSORED CONTENT RATE

Your content will be displayed on the home page for 1 month with multiple touch points throughout the site and then archived indefinitely. *Only one available per month.*

**1 month | \$2,700**



## SUBPAGE



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

*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.*

# Audience Extension



## EXTEND YOUR REACH

Our programmatic network allows you to stay in front of those high intent industry professionals who visit our websites, as well as those with characteristics, behaviors, and online activities similar to your target market. By expanding your reach with display targeting tactics, you have infinite possibilities to make an impression. You can drive brand awareness and reach your targeted audience across the web, while increasing accuracy and eliminating waste.

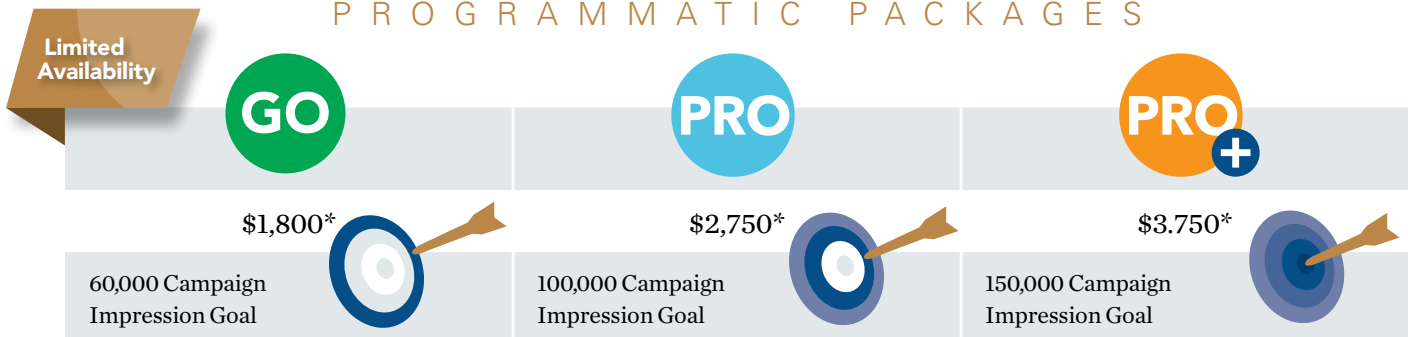
## EXTEND YOUR ENGAGEMENT

with TIA's already qualified audience by keeping your brand top of mind with leading industry professionals, such as transportation brokers, shippers, motor carriers, and more. TIA is the voice of the third-party logistics industry with **1,700 member companies**. The TIA website has **over 297,000 pageviews each year** from TIA members and other industry professionals.

### HOW RETARGETING WORKS



### PROGRAMMATIC PACKAGES



#### ALL PACKAGES INCLUDES:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

*\*12-Month Campaign Run*

**Customized targeting solutions  
are available, please contact:**



# Advanced Targeting



## EXTEND YOUR REACH

beyond TIA's website through audience extension which displays your ad to users who have already visited TIA's site while they are visiting other sites across the web. Audience extension (also known as site retargeting) is a highly effective method of converting site visitors into purchasers, increasing your ROI and eliminating wasted impressions. **98% of consumers will leave a site without converting.** Here is your chance to create customized campaigns to re-engage with them on a completely new level of performance and insight.

## TARGETING TACTICS

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- + **Site retargeting** targets users who have already visited our site while they are visiting other sites across the web
- + **Search retargeting** target prospects with display ads based on the searches they perform across the web
- + **Contextual targeting** looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content
- + **Geo-fencing** location based advertising focused on specific geographic shapes

## HOW RETARGETING WORKS



User visits  
our website



After leaving  
our site



Your ad displays to that  
user around the web



User clicks ad and  
takes action!

\$945

21,000 Impressions  
Annually

CUSTOM CAMPAIGN OPTIONS UPON REQUEST

**Customized targeting solutions  
are available, please contact:**

## BENEFITS INCLUDE:

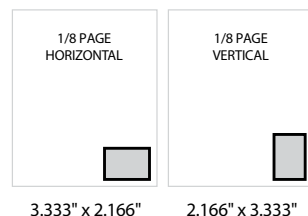
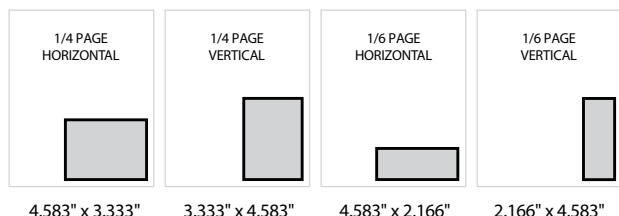
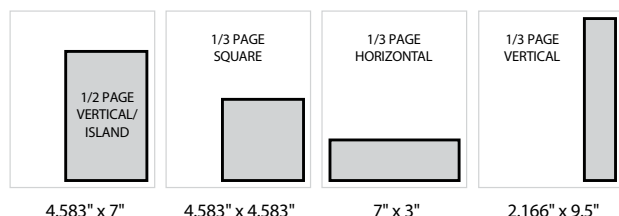
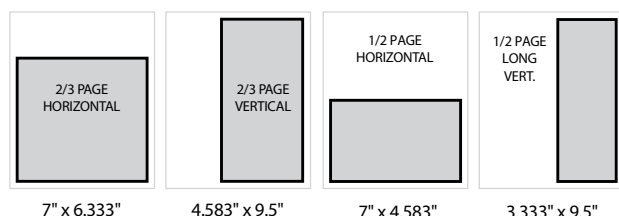
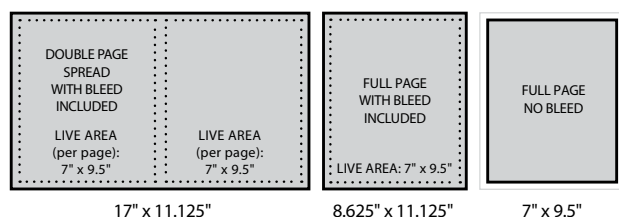
- + Standard Month End Results
- + End of Campaign Performance Metrics
- + Customized Campaign Reporting
- + Campaign Optimization
- + Creative Optimization
- + Strategic Insights/Recommendations



# Print Advertising Specifications

## **3PLPERSPECTIVES** | *Membership Directory and Resource Guide*

### MAGAZINE/DIRECTORY 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/adupload](http://www.naylor.com/adupload)

### 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 Flyers: 8.5" x 11"

### DIGITAL EDITION

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

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.