



California Trucking Association

Network with the decision makers of California's trucking industry.

The Advantages of Partnering with CTA

- **Connect with strong buying power.** Our members are the decision makers within the state's trucking industry and control purchases totaling **\$11.3 billion** annually.
- **Establish a presence in a major market.** Our members **transport more than half of the shipments** that travel on California's highways each day.

Who We Are

California Trucking Association (CTA) is the nation's leading state trucking association. For more than 70 years, CTA has provided membership exclusive benefits that advance the long-term sustainable profitability of our motor carriers and suppliers. Our membership ranges from the self-employed owner-operator, to the one-person consulting firm, to the large international motor carriers and truck manufacturers and everything in between. While representing the **top trucking companies in the state**, we have been a stable and steady force in the trucking industry.

CTA is truly the statewide go-to for elected officials. The benefit to the membership is that when CTA speaks, it speaks with one powerful, statewide voice and that voice includes yours!

Now more than ever, it is vitally important to secure your company's market share and show both customers and your competitors that business is strong. With CTA publications, you get valuable repeat exposure in front of current and potential clients who are responsible for making purchasing decisions.

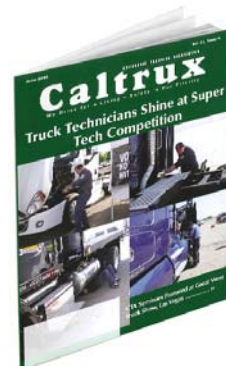
Contact your Naylor account executive today to secure your space in the **2011 Membership Directory** and **Caltrux** magazine.

For more information, please contact:



Connecting you with the key decision makers in California's trucking industry throughout the year!

Caltrux - monthly magazine
Features coverage of the latest topics, trends and regulatory updates. California's trucking leaders rely on this magazine to stay up-to-date on legislative issues and the newest products and services to hit the market.



Gain extra visibility when your ad is included in the latest edition of *Caltrux* which is featured digitally on www.caltrux.org.



Membership Directory

Our "who's who guide" stays on the desks of top contacts at CTA-member companies all year long. Our key networking tool puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.

Your active participation enhances and strengthens the position of the trucking industry.

To learn more about California Trucking Association, visit:

www.caltrux.org



Caltrux monthly magazine

Net Advertising Rates - Members

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

Full-Color Rates	1x	3x	6x	9x
Double-Page Spread	\$2,850	\$2,750	\$2,650	\$2,500
Outside Back Cover	\$2,000	\$1,850	\$1,700	\$1,550
Inside Front or Inside Back Cover	\$1,400	\$1,355	\$1,300	\$1,255
Full Page	\$1,170	\$1,115	\$1,060	\$1,005
2/3 Page	\$1,005	\$955	\$910	\$865
1/2 Page	\$950	\$915	\$880	\$845
1/3 Page	\$910	\$875	\$840	\$805
1/4 Page	\$760	\$735	\$715	\$690
1/6 Page	\$675	\$660	\$645	\$630
1/8 Page	\$590	\$575	\$565	\$550

Black-and-White Rates	1x	3x	6x	9x
Full Page	\$770	\$715	\$660	\$605
2/3 Page	\$605	\$550	\$510	\$455
1/2 Page	\$550	\$515	\$480	\$445
1/3 Page	\$510	\$475	\$440	\$405
1/4 Page	\$360	\$335	\$315	\$290
1/6 Page	\$275	\$260	\$245	\$230
1/8 Page	\$190	\$175	\$165	\$150

Special offer: Place your ad in three issues and get one free ad; in six issues and get two free ads; in nine issues and get three free ads.
Applicable only during the sales cycle for the directory.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). CTR-M1211 (L.R. CTR-D0010 7/22/09)





2011 Annual Membership Directory

Caltrux monthly magazine

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 And 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: _____



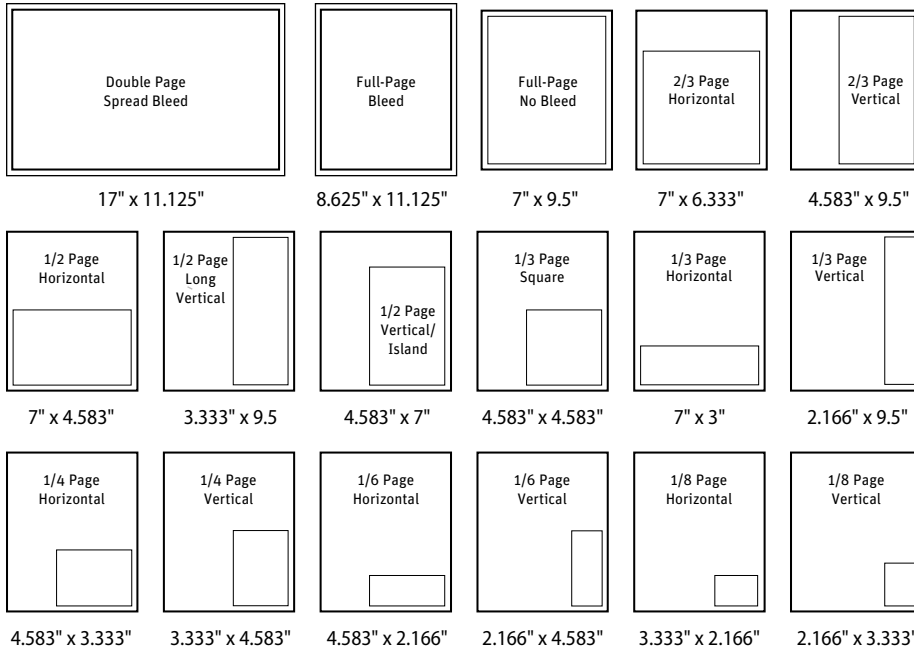
2011 Annual Membership Directory

Caltrux monthly magazine



Print Advertising Specifications

Directory/Magazine 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.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

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 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.