



# MEDIA GUIDE

## MAXIMIZE YOUR REACH | INCREASE YOUR BRAND AWARENESS

Invest in advertising in CTA's publications today and take your business to the next level.

- CTA's Annual Membership Directory & Resource
- Guide The 5th Wheel Weekly eNewsletter
- CalTrux Quarterly Magazine
- Digital Media



# ABOUT



*Caltrux*  
Quarterly Magazine

Whether you're looking to build brand awareness or generate leads, CTA's publications offer targeted and effective advertising opportunities that can help you achieve your goals.

With tens of thousands of readers across both print and digital formats, your brand and message will be exposed to decision-makers who can positively impact your business.

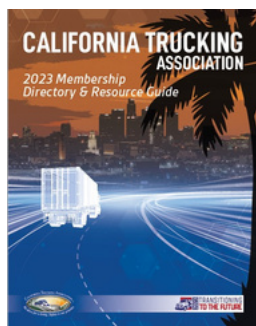
By reaching a highly engaged audience of industry leaders and innovators, your ad has the potential to drive significant business growth and success. Don't miss out on this valuable opportunity to connect with the top influencers across the entire supply chain and showcase your brand's unique offerings.



*The 5th Wheel*  
Weekly eNewsletter

- CTA members spend nearly \$11.3 billion annually on products and services.
- CTA Carrier members range from individual owner-operators to small family-owned for-hire fleets, to the largest international carriers.
- CTA Allied members include businesses that provide services including:

- Equipment Financing/Leasing
- Truck/Trailer Sales
- Parts & Services



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

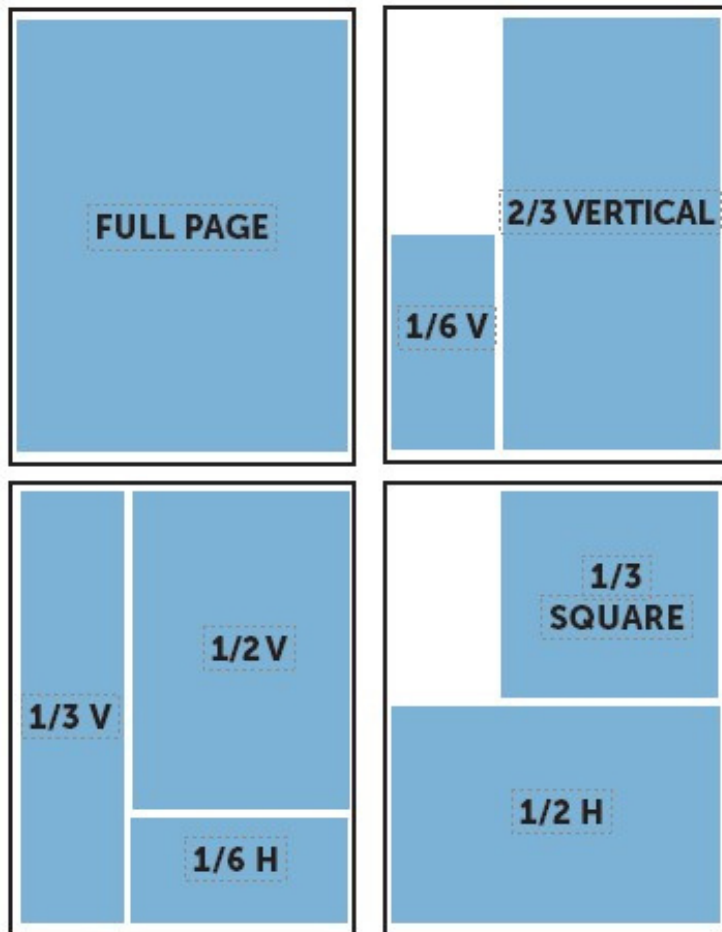


Advertisement Contact:  
**Jennifer Matthews, Publisher**  
[jennifer@matthewspublishing.com](mailto:jennifer@matthewspublishing.com)  
(501) 690-9393

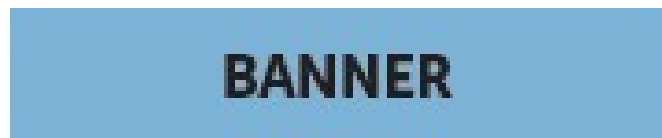
# AD SPECIFICATIONS

## Size Requirements:

<b>Double-Truck 2- page spread (full page)</b>	live 16.25" x 10.25" trim 17" x 11" <b>bleed 17.25" x 11.25"</b>
<b>Limousine 2-page spread (half page)</b>	live 16.25"x 5.125" trim 17"x 5.5" <b>bleed 17.25" x 5.625"</b>
<b>Full page</b>	live area 7.5" x 9.875" trim size 8.5" x 11" <b>bleed size 8.75"w x 11.25"d</b>
<b>2/3 vertical</b>	5" x 9.875"
<b>1/2 horizontal</b>	7.5" x 4.875"
<b>1/2 vertical</b>	5" x 7.375"
<b>1/3 square</b>	5" x 4.875"
<b>1/3 vertical</b>	2.375" x 9.875"
<b>1/6 horizontal</b>	5" x 2.375"
<b>1/6 vertical</b>	2.375" x 4.875"



**The 5th Wheel weekly eNewsletter Banner**  
7.10" x 1.5"



## Artwork Requirements:

Black and white or grayscale artwork must be 300 dpi.

All color artwork must be in CMYK mode.

Adobe PDF files are preferred but high-resolution PDF, EPS, TIFF and JPEG files are also accepted.

All fonts must be supplied if not embedded in the file

For additional information contact:  
**Jennifer Matthews, Publisher**  
[jennifer@matthewspublishing.com](mailto:jennifer@matthewspublishing.com)  
(501) 690-9393





# DISTRIBUTION

## Print Distribution

Caltrux is the only statewide publication dedicated to trucking owners and top executives. **CTA's magazine and directory reach more than 10,000 leaders in transportation throughout California and the country.** Our readers are either your existing customers, your potential customers, or someone who may refer you to a potential customer.

Each printed edition of Caltrux and our directory is direct-mailed to the business addresses of top trucking company owners and transportation executives.

Our hand-curated distribution list composed of the following leaders in transportation:

- Each corporate member and a number of prospective members of CTA
- Each corporate member of Truckload Carriers Association and American Trucking Associations residing in California
- Selected trucking executives owning four or more trucks in California
- Selected shipping executive members of the National Industrial Transportation League California's local and national elected and regulatory officials

## Digital Distribution

As an **ADDED VALUE** for all advertisers, a digital version of each print edition of the Caltrux Magazine and the Annual Membership Directory is provided electronically to all of CTA members. Digital copies are also archived and available to members on CTA's website.



For additional information contact:  
**Jennifer Matthews, Publisher**  
[jennifer@matthewspublishing.com](mailto:jennifer@matthewspublishing.com)  
(501) 690-9393



# EDITORIAL CALENDAR

## 2023 Caltrux Deadlines

Edition	Space Reservation	Ad Materials	Publication
Q1 Spring	January 7	January 21	Mid-February
Q2 Summer	April 8	April 14	Mid-May
Q3 Fall	July 8	July 15	Mid-August
Q4 Winter	October 6	October 13	Mid-November

## 2023 Membership Directory & Resource Guide Deadlines

Edition	Space Reservation	Ad Materials	Publication
2023	March 1	March 8	Mid-May

For additional information contact:  
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# ADVERTISING AGREEMENT

Date: \_\_\_\_\_ Contact: Jennifer Matthews, jennifer@matthewspublishing.com

Company \_\_\_\_\_ Contact \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Billing Address \_\_\_\_\_ Suite # \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Agency \_\_\_\_\_ Contact \_\_\_\_\_

Agency Address \_\_\_\_\_ Suite # \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Advertising Campaign Start Date \_\_\_\_\_ Advertising Campaign End Date \_\_\_\_\_

Size \_\_\_\_\_ Color \_\_\_\_\_ Frequency \_\_\_\_\_ Rate (Per Insertion) \$ \_\_\_\_\_

SPECIAL REQUESTS, POSITION PLACEMENT, COMMENTS

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_ Caltrux Size: \_\_\_\_\_ Cost: \$ \_\_\_\_\_ | \_\_\_ CTA's Membership Directory Size: \_\_\_\_\_ Cost: \$ \_\_\_\_\_ | \_\_\_ The 5th Wheel Size: \_\_\_\_\_ Cost: \$ \_\_\_\_\_

Advertiser/Agency agrees that it has read and understands the terms of this agreement and has authority to execute the same, and in doing so accepts full responsibility for payment of advertising under the terms of this agreement, cost of ad space, and applicable production charges. Publisher will not be responsible for any verbal agreement not contained in writing in this contract. Publisher is committed to upholding rate integrity. No rate negotiation will be entertained under any circumstances.

Advertiser/Agency \_\_\_\_\_

Signature of Approval \_\_\_\_\_ Date \_\_\_\_\_

## TERMS & CONDITIONS

**Contract Length:** All insertion orders are for one annual publication unless otherwise specified here. No ad cancellations will be accepted after the printed closing date. Any other arrangement must be approved in writing by the Publisher.

**Commissions:** All rates are net. Advertising agencies may add a standard 15% agency commission to the rate indicated here.

**Terms:** All accounts are considered late after 30 days and subject to an interest charge equivalent to the average market rate for consumer receivables. In the event that an account becomes 30 days late, all agency commissions will be forfeited, and an invoice will be sent directly to the client for immediate payment.

**Publisher's Protection:** Advertisers and advertising agencies assume all responsibility for content (including text, illustrations and representations) of advertisements placed and printed. They also assume liability for any and all claims arising therefrom against the Publisher. The Publisher reserves the right to reject any advertising deemed not in keeping with the publication's standards. The words "PAID ADVERTISEMENT" will be printed at the top or bottom of advertisements which, in the Publisher's judgement, might be confused with editorial matter.

**Materials:** The magazine is offset printed with a live area of 7.75"w by 10.125"d. Please supply a high-resolution PDF with embedded fonts and images. Bleeds are available for full page ads only, in the following dimensions: 8.75"w by 11.25"d. Electronic materials must come in Macintosh format, or as a hi res PDF or hi res jpeg. See mechanical specifications information for further requirements. Any other format will require more lead time. Please contact us for additional mechanical specifications.

**Reproduction:** This publication is printed four-color process and produces ad colors in a "pleasing match." PMS colors are not specifically available. We strive to match our client's color specifications but cannot guarantee a perfect match. We take no responsibility for ads produced and printed according to the client's approval.