



WASHINGTON TRUCKING ASSOCIATIONS

Connect with leaders in the \$2.6 billion Washington trucking industry

The WTA Advantage

- Trucking accounts for the **majority of freight movement** to, from and within Washington State, both in tonnage and value.
- The trucking industry in Washington State generates **\$2.6 billion** in annual revenues
- WTA membership spans the entire trucking industry: our members include **intermodal carriers, common carriers, private carriers, dump truckers, log trucks, movers and industry suppliers.**
- Our associate members spend **\$5 million** on products and services each year.

Who We Are

The Washington Trucking Associations (WTA) is a nonprofit corporation established in 1922 by a group of truck owners for the purpose of protecting and promoting the interests of all segments of Washington's trucking industry.

WTA is the state trucking industry's **No. 1 information center** and spokesperson, keeping trucking leaders informed on the key issues they face.

Member Profile

WTA publications are distributed to **CEOs, general managers, operations managers and dispatchers** — the decision-makers in Washington's trucking industry.

Whether you're launching a new product, promoting time-sensitive offers or striving to maintain top-of-mind awareness when a purchasing decision is made, **WTA delivers your message to members' mailboxes and inboxes.** Our members know they can select vendors from our official publications with confidence, and recognize the importance of doing business with the vendors who support their association.

For more information, please contact:

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Publication Director
(800) 369-6220, ext. 3347
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IN PRINT AND ONLINE

Reach WTA members throughout the year

Northwest Transporter

Our annual magazine contains up-to-date information on a wide-range of topics, including upcoming events and meetings, legislative updates and other matters critical to your personal business needs, as well as the trucking industry.



Membership Directory and Buyers' Guide

The annual Membership Directory and Buyers' Guide is the vehicle of communication our members use to stay in touch with the most trusted product and service suppliers in the state.



eHot Topic News

Whether in the office or on the go, WTA members can stay informed of the latest trucking industry developments and association news.



WTAtrucking.com

The WTA Web site is the gateway for members and non-members to access information about the Washington trucking industry online.



Integrate your advertising message and save!

Receive a discount on net advertising rates when advertising in two or more of our products.

Advertise in two: **10% discount**

Advertise in three: **15% discount**

Advertise in four: **20% discount**

Northwest Transporter annual magazine Membership Directory & Buyers' Guide



Net Advertising Rates

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

Full-Color Rates	1x	2x
Double Page Spread	\$3,079.50	\$2,769.50
Outside Back Cover	\$2,939.50	\$2,649.50
Inside Front or Inside Back Cover	\$2,619.50	\$2,359.50
Full Page	\$2,389.50	\$2,149.50
2/3 Page	\$2,049.50	\$1,839.50
1/2-Page Island	\$1,579.50	\$1,419.50
1/2 Page	\$1,169.50	\$1,049.50
1/3 Page	\$1,169.50	\$1,049.50
1/4 Page	\$939.50	\$849.50
1/6 Page	\$759.50	\$679.50
1/8 Page	\$599.50	\$539.50

Black-and-White Rates	1x	2x
Full Page	\$1,519.50	\$1,369.50
2/3 Page	\$1,309.50	\$1,179.50
1/2 Page	\$1,039.50	\$939.50
1/3 Page	\$759.50	\$679.50
1/4 Page	\$619.50	\$559.50
1/6 Page	\$509.50	\$459.50
1/8 Page	\$399.50	\$359.50

Past Advertisers

Our communications program is made possible through advertiser support. We appreciate the investment that our advertisers make with WTA and strongly encourage our members to do business with vendors that support our association.

4 Refuel Washington, LP
ASE Supply, Inc.
Beall Trailers of Washington
Belfor Environmental, Inc.
Brown Line, Inc.
Carlisle Transportation Systems
Centerline
Chadwick Truck Insurance, LLC
Continental Commercial Group

Cummins Northwest, Inc.
Frontline Solutions, LLC
Great West Casualty Company
Hogland Transfer Co., Inc
Jonson & Jonson, PS
KPS Health Plans
Logistics Services Transport, LLC
Multicare Healthworks

NC Machinery Co.
Norpass, Inc.
Northland Insurance Companies
Pacific Power Products
Pacific Tire Co., Inc.
Petrocard Systems, Inc.
Pettit Oil Company
Qualcomm

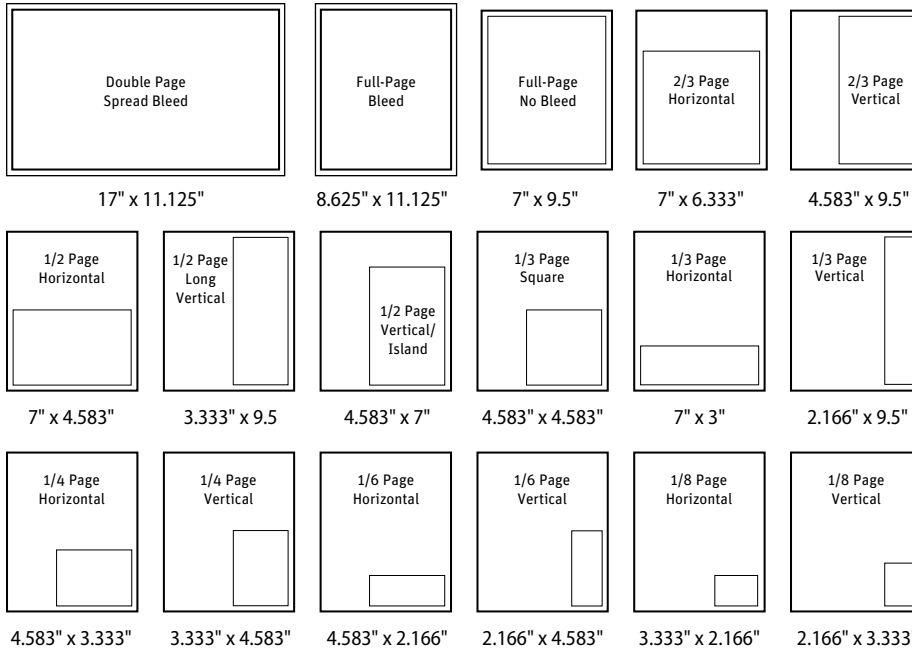
RSI Insurance Brokers, Inc.
Sentry Insurance
Sprint Nextel
TDS / Tire Distribution Systems, Inc.
Trans Union Truck Driving School
Wells Fargo Equipment Finance
Western Pacific Truck School
Wilson Smith Cochran & Dicke

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).



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.