



### Mission Statement

The publishers of *Over the Road* and *Pro Trucker* magazines have developed *Inside Trucking Online* for one purpose — to help owners, management, safety directors and recruiters at the nation's top motor carriers establish a lasting, company-wide retention culture.

Every issue of *Inside Trucking Online* is packed with practical analysis and advice from industry experts that are sure to help decision makers meet or exceed their driver recruiting and retention goals.

### Targeted Distribution

*Inside Trucking Online* is freely distributed on the first of every other month to more than 2,000 subscribers at the nation's top motor carriers.

### Cost-Effective Banner Ad Rates

Put your sales message to work right away by placing a high-impact banner ad on the *Inside Trucking Online* Web site.

1x	\$ 995
3x	945
6x	895

At the 6X rate, your cost would be less than 45¢ per subscriber. Ask your account representative for details!

### Banner Ad Specifications

Banner ad size: 150 pixels X 100 pixels

NOTE: please provide artwork in low-resolution JPEG or GIF format

### Satisfied Subscribers

"I want to thank you and your company for doing such a fine job for our firm. One area that has really helped is our sponsoring of *Inside Trucking*. There's such a wealth of information about hot topics in the industry and ideas on how to help trucking companies become more profitable and help their bottom line. Any company not involved is really missing out."

*Andrew M. Gallegos*  
Executive Vice President  
Transport Insurance Agency



"Thanks for *Inside Trucking*! We have used some of the ideas that Ray has provided... some great insight for the recruiting manager's job. We have been successful in lowering our T/O rate to 41% for the end of the year."

*Mike Bottjer*  
Recruiting Manager  
Combined Transport, Inc.



"I wanted to send a quick email to let you know that I really enjoyed reading *Inside Trucking*. I think it's great. Keep up the good work."

*Lisa Rohland*  
Director of Recruiting and Retention  
TRL, Inc.



"'SNAPS' to you and your team for an excellent and informative newsletter!"

*Liz Bruns*  
Director of Capacity Recruitment  
Dallas & Mavis Specialized Carrier Co.



"I have read most of *Inside Trucking*, and there is great information included. I like the "Driver Sound Off" section...interesting comments. I also appreciated the first article on improving retention. Thank you."

*Korlin Kazimour*  
Chief Executive Officer  
RFK Transportation, Inc.

### Ramp Publishing Group

PH: (800) 878-0311, (770) 587-0311 ■ FX: (770) 642-8874

[www.otrprotrucker.com](http://www.otrprotrucker.com)