



TRADER

# TANK TRANSPORT



**2012**  
ADVERTISING  
RATE CARD

**FOUR  
DIRECT  
ROUTES  
TO THE LIQUID  
AND DRY BULK  
TRANSPORTATION  
INDUSTRY.**

With a monthly distribution over 20,000, no other publication offers a more direct route to the liquid and dry bulk transportation audience than Tank Transport Trader. Because Tank Transport Trader is published in a monthly newspaper format, it elicits an urgency to respond from our readers. Because our complete database exceeds 130,000 prospects, we can add fresh prospects to our circulation each month assuring you of new selling possibilities and guaranteeing that you will reach new markets unattainable with other publications. By advertising on our website at [www.TankTransport.com](http://www.TankTransport.com), you can broaden your marketing push to reach the ever expanding universe of internet users who are constantly searching for new suppliers to fill their, equipment and service needs. Advertise



in our annual Product/Service Directory and Buyer's Guide and you get a message with long term shelf life reaching those buyers who want to have your contact information within arms length when they need your services. We have added a digital version of both Tank Transport Trader and our Product/Service Directory and Buyer's Guide that is accessible from our website. Several multi media advertising options are available.

We offer a wide range of advertising sizes to enable even the smallest of advertisers to reach their specific marketing targets on an affordable budget.

Our readership includes transporters of:	Aggregates	Feed/Flour/Grain	Paints
	Acids	Fertilizers	Pesticides
	Asphalt	Grease	Petroleum Products
	Aviation Fuels	Hazardous Waste	Plastics
	Cement	Heating Oil	Potable Water
	Chemicals	Inks	Recovered Oils
	Compressed Gases	Liquid Waste	Salt Water
	Crude Oil	Milk & Liquid Foods	Sewage Waste
	Cryogenics	Organic Oils	Water

Our readership also includes tank repair facilities, tank cleaning facilities, tank container depots, bulk truck transfer facilities, bulk storage facilities, and waste storage sites as well as OEM's and vendors of liquid and dry bulk equipment and construction and oilfield equipment.

# TANK TRANSPORT

## PRINT ADVERTISING RATES

	Monthly Rate
Full Page	\$2,055.00
3/4 Page	\$1,720.00
1/2 Page	\$1,180.00
1/3 Page	\$995.00
1/4 Page	\$785.00
1/8 Page	\$585.00
1/16 Page	\$340.00
Premier	\$320.00

(2 Snapshot ads and unlimited web advertising per month)

### FOUR COLOR CHARGES: (Add to display rate)

Full Page & 3/4 Page	\$815.00
1/2 Page & 1/3 Page	\$495.00
1/4 Page	\$375.00

#### NEW!

New Product Release Advertorial:  
\$70.00 per inch. Includes one color photo. Add'l photos \$30 ea.

**SNAPSHOT ADS:** \$130.00 ea.  
Includes 1 Picture with 36 Words.  
\$1.50 ea. add'l word or \$7.50 per line.  
\$5 Bold Type Per Line.  
Logo insertion: \$30.

Runs One Month in Tank Transport Trader and also  
one month on [www.TankTransport.com](http://www.TankTransport.com).

**CLASSIFIED ADS:** \$1.50 per word or \$7.50 per line.  
\$5 Bold Type Per Line. Print and web placement.  
Logo insertion: \$30.00.



Rates On Display Space Include Basic Layout  
and Design. Custom Artwork and Design  
and Picture Manipulation Are Extra.  
Special Positions: Add 15% to the total  
ad rate. Back page add 20%. Special  
positions require a 60 day cancellation  
notice. All charges are invoiced upon ad  
placement, and sent by email. Invoices  
are due upon receipt. Discounts:  
3 month-5%; 6 month-10%; 12 month-15%

All rates are net.

All issues are published in print and digital format. The digital format  
provides search capabilities as well as access by web search engines.

1-800-537-1320  
Fax: (817) 348-0289  
[sales@tanktransport.com](mailto:sales@tanktransport.com)

# TANK TRANSPORT

## PRINT SPECIFICATIONS

**FULL PAGE:** Live area: 10 1/4" X 13"  
Bleed: 11 1/4" X 14 1/2"  
Trim: 11" X 14"

**3/4 PAGE:** 10-1/4" X 9-3/4" or 7-5/8" X 13"

**1/2 PAGE:** 10-1/4" X 6-3/8" or 5" X 13"

**1/3 PAGE:** 5" x 9-3/4" or 10-1/4" X 4-1/8" or  
7-5/8" X 6-3/8"

**1/4 PAGE:** 5" x 6-3/8" or 2-3/8" X 13" or  
10-1/4" X 3-1/16"

**1/8 PAGE:** 5" x 3-1/16" or 2-3/8" X 6-3/8"

**1/16 PAGE:** 2-3/8" X 3 1/16"

Artwork Accepted In Electronic Format Only.  
Artwork must be in the following format:  
PDF (All fonts embedded)  
Color— CMYK



**CALL TODAY!**

1-800-537-1320

Fax: (817) 348-0289

[sales@tanktransport.com](mailto:sales@tanktransport.com)

## 2012 SPECIAL ISSUE & EDITORIAL DEADLINES

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**JAN '12:** Fuel Oil / LPG / Petroleum Jobbers  
Report on routing and scheduling by petroleum, liquid propane gas and fuel-oil jobbers and the special equipment used in the delivery system.  
Advertising Deadline: **DEC 16**

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**FEB '12:** Oilfield Service, Liquid Waste/Septic  
Report on the special applications of equipment used in the oil field, liquid/hazardous waste and septic waste industries.  
Advertising Deadline: **JAN 23**

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### Stand-Alone Product/Service Directory and Buyer's Guide publication

A complete buyer's guide of OEM and vendor suppliers to the liquid and dry bulk transportation industry.

***Distribution at NTTC Annual Conference in May.***

Advertising Deadline: **FEB 29**

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**MAR '12:** Construction Materials  
Report on the transportation of asphalt, cement, steel and other materials used in construction.  
Advertising Deadline: **FEB 20**

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**APR '12:** Milk & Food  
Report on contamination and cleaning of equipment used in transporting milk and food-grade products as well as routing, tracking and heightened security concerns.  
Advertising Deadline: **MAR 23**

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**MAY '12:** OEM Product Display  
Manufacturers' display of multiple OEM product lines featuring product photos, schematics, options and more. Optional web-based digital videos and slide shows available. ***Distribution at NTTC Annual Conference and Tank Truck Equipment Show.***  
Advertising Deadline: **APR 23**

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**JUNE '12:** Tank Trucks  
Report on products transported by truck-mounted tanks with additional discussion of special uses for tank trucks and the special equipment used on them.  
Advertising Deadline: **MAY 25**

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## 2012 SPECIAL ISSUE & EDITORIAL DEADLINES

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**Jul '12:** Leasing  
An update on leasing of tank transports,  
intermodal containers and trucks and tractors.  
Advertising Deadline: **JUNE 22**

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**AUG '12:** Chemical Distribution  
Report on equipment used in transporting  
chemicals as well as regulations, tracking and  
security concerns.  
Advertising Deadline: **JULY 23**

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**SEPT '12:** Logistics  
Tracking and tamper proofing of transported  
products.  
Advertising Deadline: **AUG 24**

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**OCT '12:** OEM Product Display  
Focus on Manufacturers/Distributors Section:  
\$2,975.00 special pricing per full color  
page. Includes mounted and framed copy.  
***Distribution at NTTC Maintenance Seminar  
and Trade Show.***  
Manufacturers' display of product lines featuring  
product photos, options and more. Optional web  
based digital videos and slide shows available.  
Advertising Deadline: **SEPT 24**



**NOV '12:** Maintenance & Repair  
Report on the proper maintenance of tank  
transports and tank trucks as well as  
regulatory updates.  
Advertising Deadline: **OCT 23**

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**DEC '12:** Economic Forecast &  
Calendar of Events  
Economic Forecast for 2013 from industry  
leaders and a Calendar of Events.  
Advertising Deadline: **NOV 23**

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# TANK TRANSPORT

## NEW PRODUCT DIGEST SECTION:

\$70.00 per inch. (3 inch minimum)

Includes one color photo in print issue plus full page website product ad.

## PRINT/DIGITAL INTERACTIVE

New Product Advertorial plus your video, audio clip, YouTube or slide show in the digital version.

**\$670.00 (3 Inch ad)**

**Add'l inches \$65 ea.**

New Product Advertorial plus your pdf download in the digital version.

**\$520.00 (3 inch ad)**

**Add'l inches \$65 ea.**



## Multi-media options:

Video, audio clip, YouTube or slide show: (Added on to digital online version of display ads)

**\$400 additional.**

PDF download.

(Added on to digital online version of display ads)

**\$250.00 additional**

## DIGITAL FRONT PAGE/INSIDE COMBOS

**FRONT PAGE TICKLER (3" listing) plus HALF PAGE COLOR AD** inside the paper. Digital Issue Includes: downloadable PDF (supplied by you). **\$2245.00 per issue (Minus earned disc.)**

**FRONT PAGE TICKLER (3" listing) plus HALF PAGE COLOR AD** inside the paper. Digital Issue Includes: Video, audio clip, slide show or YouTube file (supplied by you). **\$2395.00 per issue (Minus earned discounts)**

**FRONT PAGE TICKLER (3" listing) plus FULL PAGE COLOR AD** inside the paper. Digital Issue Includes: Downloadable PDF (supplied by you). **\$3395.00 per issue (Minus earned discounts)**

**FRONT PAGE TICKLER (3" listing) plus FULL PAGE COLOR AD** inside the paper. Digital Issue Includes: Video, audio clip, slide show or YouTube file (supplied by you). **\$3550.00 per issue (Minus earned discounts)**

## DIGITAL MEDIA SPONSORSHIPS:

**Menu Bar Sponsorship:** Small logo linking to advertiser's desired landing page. **\$350.00 Month.**

**Cover Page Help Ad:** Ad position in help area over the help screen. **\$250.00 month.**

## Email Blast Sponsorship Pages

Product/Service Directory and Tank Transport Trader cover page sponsorship. **\$500.00 month.**

# TANK TRANSPORT

## WEBSITE ADVERTISING

Starting at \$20.00 for individual listings.

You already know how Tank Transport Trader delivers the best print advertising value in the industry. Now that same value moves on-line with [www.TankTransport.com](http://www.TankTransport.com).

The cost is only \$130.00 for unlimited website listings.

You can eliminate the cost, hassle and time of creating your own website equipment database! Link your website to your listing page on our website!



For only \$320.00 per month, you can generate an unlimited number of equipment listings plus run two print listings in our print publication classified section. The print ads include a 36 word description. (\$1.50 for each additional word) Each website listing can contain an unlimited number of images. Once your listings are entered via our simple-to-use control panel, they become searchable by all TankTransport.com users. The website viewer can either search for your company name from our home page or search for the type of equipment you are selling! Google, Yahoo and Bing can also find them.

**ONLY \$320 PER MONTH FOR UNLIMITED WEBSITE LISTINGS PLUS TWO SNAPSHOT ADS**





# TANK TRANSPORT

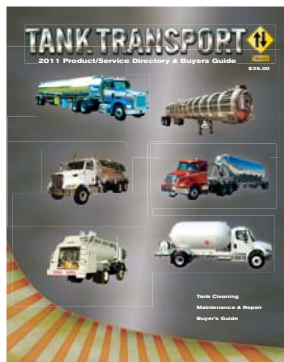
PRODUCT/SERVICE DIRECTORY and  
BUYERS GUIDE

The Tank Transport Trader "Product/Service Directory and Buyer's Guide" is the product and service "bible" of the liquid and dry bulk transportation industry.

Maintenance & Repair  
Facilities

Tank Cleaning Facilities

Buyer's Guide  
(OEM's and Vendors)



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EXPAND YOUR SALES WITH  
A **LONG-TERM** MESSAGE!

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1-800-537-1320  
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[sales@tanktransport.com](mailto:sales@tanktransport.com)

## PRODUCT/SERVICE DIRECTORY AND BUYERS GUIDE ADVERTISING RATES

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COMPANY LISTING \$95.00

LOGO INSERTION \$65.00

BUSINESS CARD AD: \$300

1/6 PAGE \$635  
includes 1 company listing

HALF PAGE B/W: \$1045  
includes up to 5 company listings

HALF PAGE COLOR: \$1480  
includes up to 5 company listings

FULL PAGE B/W: \$1755  
includes up to 10 company listings

FULL PAGE COLOR \$2365  
includes up to 10 company listings



Artwork Accepted In  
PDF Format  
Only.  
Color:  
CMYK

## ADVERTISING DIMENSIONS

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FULL PAGE COLOR: 7 1/2" x 9 7/8"  
Bleed: 8 7/16" x 11"  
Trim: 8 3/16" x 10 5/8"

FULL PAGE B/W: 7" x 9 1/2"

HALF PAGE COLOR: 7 1/2" x 4 7/8"

HALF PAGE B/W: 7" x 4 5/8"

1/6 PAGE B/W: 2 1/4" x 4 5/8"

BUSCARD B/W: 2 1/4" x 1 1/4"

ADVERTISING DEADLINE IS FEBRUARY 29, 2012

# TANK TRANSPORT



1011 W. Bluff St.  
Fort Worth, TX 76102-1810

PRINT | WEBSITE | DIGITAL | DIRECTORY

Four proven routes to reach the liquid  
and dry bulk transportation industry.