

Classified Marketplace

**Appealing to the
trucking industry's
best audience is **more
affordable** than you
think.**



Transport Topics

Welcome to the Marketplace: Buy and Sell

Selling a business? Have a terminal to lease? Looking for freight? Need to market your product or service to the industry? If so, the Transport Topics Classified Marketplace should be your first stop.

Bonafide Purchasing Authority

88%

Industry Decision
Makers

Highly-Qualified

100%

Paid
Circulation

Consistent

90%

Issues Read
Cover to
Cover

National Audience

Marketplace advertisers reach the industry's most sought-after audience in trucking and freight transportation. This high-powered national audience relies on the content that Transport Topics provides.



Targeted Advertising

Listing in the Marketplace is easy. Choose from 16 available categories to help you target your market. Then pick the ad type best suited to your goals: plain text or display with image. And, finally, add details, like color and photo or logo, to attract your buyer. Marketplace print purchases include a free online classified posting.

Package Basics

Line Ad Details

Classic

\$18.00 per line;
6-line minimum

Premium

\$250 per 1-
column by 1-
inch insertion;
includes color.

Recruitment

\$17.50 per line;
10-line minimum

Display Ad Details - 1 col x 2" minimum

| Rates | 1x | 4x | 7x | 13x | 26x | 51x |
|-------|------------------------------|----------|----------------|----------|----------|------|
| | \$178 | \$165 | \$146 | \$140 | \$121 | \$98 |
| Sizes | 1 column | 2 column | 3 column | 4 column | 5 column | |
| | 1.914" | 4.015" | 6.125" | 8.218" | 10.262" | |
| Color | Price per Insertion \$100 | | Format CMYK | | | |

Contact your Marketplace expert today!

Carolyn Boyd
Multimedia Sales Manager
(703) 838-1753
cboyd@ttnews.com