

WHEN IT COMES TO NEW WAYS
TO REACH FLEETS...

WE'VE
GOT YOU
COVERED



Our country, our economy, our industry and our businesses are all undergoing change. We're adapting to those changes with fresh ideas and new products. From eNewsletters and NewsMakers Soundbyte to iPhone Apps and Video Newsroom—We've got you covered.

Truckinginfo

1,750,000 Page Views
450,000 Visits
55,000 Unique Visitors

Banners are integrated, allowing you to select from home page, industry topics or countless product categories, by topic or run of site to post your message. We offer a variety of types and sizes.

- Leaderboard 728 x 90\$2,050
- Rectangle 300 x 250\$1,750
- Small Rectangle 180 x 150.....\$1,100
- Skyscraper 160 x 600\$1,950
- Floating 300 x 250.....\$2,550
- Wallpaper 1080 x 1200\$6,500
- Tear Back.....\$1,500
- Prestitial/Interstitial\$2,800



HDT's Hotline reports the latest industry news, who's who and other breaking news topics to the commercial truck fleets, reaching over 60,000 fleet executives.

- Sponsor logo and one ad unit (exclusive)\$3,500

HotlinePremier

HDT's Hotline Premier reports the latest industry news, who's who and other breaking news topics. It's emailed to over 35,000 industry suppliers, association members and truck and trailer dealers once per month.

- Sponsor logo and one ad unit\$2,500

headline news

HDT's Headline News is delivered daily (weekdays) by subscription to nearly 100,000 subscribers, including fleet executives, owner-operators, truck and trailer dealers and more. During 4th quarter 2008, HDT's Headline News had a 21% open rate, the highest open rate for fleet websites.

- Inline Text (logo + 50-word copy block).....\$2,050
- Full 468 x 60\$2,050

HDT's new product news

HDT's New Product News is delivered four times a month by subscription to nearly 100,000 subscribers.

- Inline Text (logo + 50-word copy block)\$1,750
- Full 468 x 60\$1,750

Ask us about our iPhone App. Now fleets can access HDT with their iPhone.



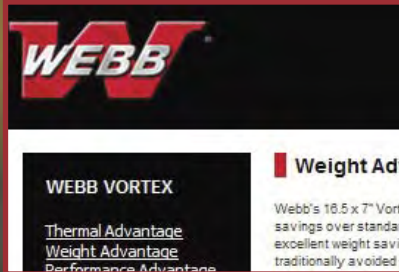
HDT News is an electronic newsletter published six times per year and distributed to nearly 100,000 recipients.

- Sponsor logo (exclusive)\$5,000

Custom eNewsletters

are focused on your product category, distributed to 5,000 fleet managers each month. Additional distribution is available.

- Sponsor logo (exclusive)\$2,500



HDT Webinars

are hosted by an HDT editorial expert and include, but are not limited to the following elements:

- HDT editor introduces, moderates or participates
- Provide space for up to 1,000
- Access to fleets, owner-operators, dealers, parts distributors & service providers and industry suppliers and associates
- Participant invitations by HDT
- Provide for follow-up
- Archive for one full year
- Available via podcast

HDT's NewsMakers Soundbyte

We are introducing HDT's NewsMakers Soundbyte, featuring news and interviews with Equipment Editor Jim Park. NewsMakers will air twice a week with Sponsorships available for four-week intervals.

Sponsor logo will appear with:

- Link on the home page of our website, which gets over 55,000 unique visitors each month (75,000 by January 2010)
- Player displaying a button for the flash file
- Link for visitors to download as an MP3 file onto their computer
- Link to Podcast to download to iPhones, iPods or MP3 Players



TruckingInsider is HDT's online video newsroom with the latest editorial coverage and interviews. The video newsroom is especially appealing to a workforce who grew up with an array of online multimedia as well as the generations who just love their news.

- Connect with a loyal, engaged audience
- Reach fleet and trucking decision makers
- Leverage your brand
- Showcase your message

Be a part of these 2- and 4-minute videos with a
 :15 or :30 ad spot running concurrently
 :15 contextual targeted ad.....\$2,500 per month
 :30 contextual targeted ad.....\$5,000 per month

Please call your Region Manager for pricing details and custom programs.

Newport Communications

38 Executive Park, Suite 300
Irvine, CA 92614
(949) 261-1636 Fax: (949) 261-2904
www.truckinginfo.com

Marketing Offices

KATE MILLER

President/Group Publisher
949-225-7902 Fax: 949-261-2904
kmiller@truckinginfo.com

KEN CUMMINGS

Associate Publisher/Midwest Region Manager
847-705-9050 Fax: 843-427-4177
kcummings@truckinginfo.com

AL BRUNELLI

Southeast Region Manager
832-717-3900 Fax: 832-717-4900
abrunelli@truckinginfo.com

JUSTIN MILLER

Northeast/Midwest Region Manager
949-225-7912 Fax: 949-242-2608
jmiller@truckinginfo.com

BILL MADDEN

West Region Manager
503-224-3799 Fax: 503-224-3899
bmadden@truckinginfo.com

JOHN DICKSON

Classified/Aftermarket Sales Director
847-381-9193 Fax: 847-381-9193
jdickson@truckinginfo.com