

MATS Show Daily Media Kit

THURSDAY The Industry's only "LIVE PUBLICATION" **Mobil Delvac** booth, #18160
Mid-America Trucking Show DAILY Today's Weather: H: 65° L: 33°
 Publishers of Fleet Equipment March 26, 2016

Volvo Trucks: Driving Progress

Daimler SuperTruck program exceeds goals

Daimler Trucks North America's (DTNA) SuperTruck program has achieved 115% freight efficiency improvement—surpassing the Department of Energy (DOE) program's goal of 95% improvement and exhibiting the best results of all competing OEMs. The SuperTruck was unveiled at MATS in the Freightliner Trucks booth (#9025). To validate the safety aspects set by the DOE, DTNA engineers conducted a series of tests. In one test, an Oregon, Ore., and anti-side testing in both a cab chamber and hot chamber. These tests resulted in a combined 115% freight efficiency improvement over a 2009 hauler truck. *Continues on page 4*

Peterbilt launches SmartLINK launches remote diagnostics

Factory installed and fully integrated, Peterbilt's new SmartLINK remote diagnostic system provides customers with real-time, on-glow fleet health to maximize uptime. Peterbilt Motor Co. announced during the Mid-America Trucking Show.

"SmartLINK is the intelligent solution for getting the most productivity, profitability and performance from each Peterbilt equipped with this new technology," said Darin *Continues on page 7*

TODAY'S SEMINARS

- 10:00 AM - 11:00 AM **Understanding the Upcoming PC 11 Regulations** *Continues on page 1*
- 11:15 AM - 12:15 PM **Recent Regulatory & Business From Business Solutions**
- 12:30 PM - 1:45 PM **Diesel Medical Fitness for Daily Drivers**
- 2:00 PM - 3:00 PM **Improving Fuel Safety & Profitability Through Monitoring and Control** *Continues on page 1*
- 3:15 PM - 4:15 PM **Energy Efficient Solutions/Smart Solutions Reduction for the Owner**
- 4:30 PM - 5:30 PM **Rolling Out PM 10 Through Managed Rolling Resistance** *Continues on page 1*

The New Allisa Dura-Bright® EVO Wheel
A FORCE EVOLVED
 See us at booth #5288
 Follow us on Twitter @allicawheels
 www.allicawheels.com/allicagrip

FRIDAY The Industry's only "LIVE PUBLICATION" **Mobil Delvac** booth, #18160
Mid-America Trucking Show DAILY Today's Weather: H: 45° L: 24°
 Publishers of Fleet Equipment March 27, 2016

Volvo Trucks: Driving Progress

Dayton commercial truck tires rewards hard work

Roll and get your brakes on at the Dayton today for an afternoon of food, fun and live entertainment. Between 10 a.m. and 1 p.m., register for a chance to enter a raffle every 15 minutes. You could be one of eight lucky participants randomly selected to see who can allow down three pounds of hot-link chicken wings the fastest. The winner will receive a set of 10 Dayton commercial truck tires, proving real work can pay off big time. The remaining seven participants may not go home as the wing-eating champs, but for their effort.

Alcoa rolls out Dura-Bright EVO wheel

Volvo Trucks introduced Adaptive Loading, a new and flexible forward axle that automatically adjusts to load weight changes and offers 4x2 operation under certain conditions. Volvo demonstrated Adaptive Loading at its booth.

Volvo unveils Adaptive Loading suspension

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- 11:15 AM - 12:15 PM **Why Your Safety is Important to the Industry** *Continues on page 1*
- 12:30 PM - 1:30 PM **Dayton Commercial Truck Tires** *Continues on page 1*
- 1:45 PM - 2:45 PM **Dayton Commercial Truck Tires** *Continues on page 1*
- 3:00 PM - 4:00 PM **Alcoa Rolls Out Dura-Bright EVO Wheel** *Continues on page 1*
- 4:20 PM - 5:20 PM **Rolling Out PM 10 Through Managed Rolling Resistance** *Continues on page 1*

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Saturday The Industry's only "LIVE PUBLICATION" **Mobil Delvac** booth, #18160
Mid-America Trucking Show DAILY Today's Weather: H: 45° L: 24°
 Publishers of Fleet Equipment March 28, 2016

Volvo Trucks: Driving Progress

Great Dane innovation forefront at MATS

Innovation takes center stage in Great Dane's booth #3025 at the 2016 Mid-America Trucking Show, providing visitors with an interactive and informative experience designed to showcase the company's latest advances in trailer technology, performance and customer support. Great Dane's 2016 MATS displays allow visitors to experience the company's latest equipment first hand, including the first public showing of the company's all-aluminum E-Series trailer—the E-Series 35'—which has been redesigned from the ground up. Also featured will be an E-Series T3 truckload trailer with advanced Therm-Guard lining, a Champion CP composite plate dry van featuring bonded structural construction, a Volvo aluminum ProTeam L1 center hubbed featuring disc brakes and Corrosion Guard undercoating, and an Alperia short-and-long refrigerated truck body designed and built in conjunction with Great Dane's subsidiary, Johnson Refrigerated Truck Bodies. Additional interactive displays in the booth will showcase Great Dane's new interactive iPad and iPhone product and touch/track/locate apps. *Continues on page 7*

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www.truckingshow.com

MID-AMERICA TRUCKING SHOW SHOW DAILY

MARCH 31 - APRIL 2, 2016 LOUISVILLE KY



EXCLUSIVE COVERAGE

OF THE INDUSTRY'S BIGGEST EVENT



81,768
ATTENDEES

The **Mid-America Trucking Show** is the largest annual trucking industry trade show in North America.

The 2015 Show was truly an event to remember, with over 1,060 exhibitors representing all 50 states and 81 countries from all corners of the globe.



MID-AMERICA TRUCKING SHOW DAILY AD RATES

Publication trim size
9 3/4" x 11 3/4"

Live area
1/2" from trim

Full page bleeds 1/8"
all sides

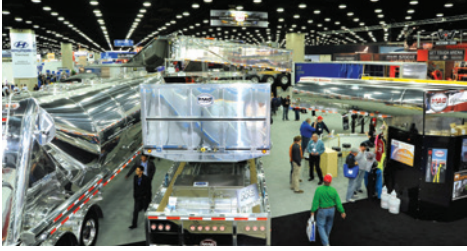
Ad space closes:
March 2, 2016

Materials due:
March 6, 2016

One rate for all three issues. Pricing for ads are quoted at a gross rate.

Ad Sizes	Measurements	Gross Rates
Tabloid Page	9 3/4" x 11 3/4"	\$7,193
Junior Page	7" x 10"	\$5,933
Half Horizontal	9 3/4" x 5 3/4"	\$4,253
Quarter Vertical	4 1/2" x 5 1/2"	\$3,255
Company or product spotlight	2 1/2" x 5"	\$975

ONE Rate, all 3 issues. See Advertising Specs on back page.



Total circulation 15,000

5,000 copies distributed at the show each day
Plus 15,000 digital emailed versions

THE ONLY
DAILY
DURING THE SHOW

77.9%

of attendees do not
attend any other trade
show during the year

76.6%

of MATS attendees make
purchasing decisions



Reach Your **Customers right on the show floor**

MID-AMERICA TRUCKING SHOW DAILY WILL DELIVER COMPLETE ON-SITE SHOW COVERAGE — START TO FINISH. DAILY NEWS, NEW PRODUCT INFORMATION, EXHIBITOR INFO AND NIGHTLY ENTERTAINMENT EVENTS.

Increase and Extend Your Reach

- Reach MATS attendees multiple times
 - At show - 5,000 copies each day - 15,000 total all three days
 - Post show - digital copies emailed to 15,000 Fleet Equipment readers
- 17 convenient distribution kiosk locations at all major entrances to the show
- Promote new products and services or your news
- Advertisers (1/2 page and above) get 200-250 word story with photo
- Advertiser index map shows advertiser booth locations
- Reach fleet managers and drivers on the show floor and direct them to your booth
- Executive profile (full and tab page advertisers) for only an additional \$1,800

COMPANY OR PRODUCT SPOTLIGHT

Showcase
your products
and services
for one rate —
all 3 issues.

\$975
2 1/8" x 5"

ADVERTISING SPECIFICATIONS

Format:

PDF (Press optimized)

Electronic File Transfer:

- Using a web browser go to <http://files.babcox.com/>
- First time only click the RequestAcct button.
- Complete the form (both User ID and Company fields should be the Advertiser Name) and click the Save button.
- You will receive an acceptance email and can then log in and upload files.

Uploading files:

1. Create directory if you wish, otherwise files will just be placed in UserID folder.
2. Open directory you wish to place files in.
3. Type in comments - regarding month, publication, etc.
4. Click Browse button and navigate to select the files you want to upload.
5. After the files are selected, click the Upload button to send.

We will receive an automated email confirming that files have been uploaded and it will display the file name and any comments.

- Email files also up to 10MB accepted.
- Provide a contract color proof produced to SWOP specifications and a final document laser proof of ad at 100%.
- Send one color proof for each publication. Include a color bar generated from digital data. If no contract proof is provided, publication will print a color laser and instruct the printer to refer to it for pleasing color.

Shipping Instructions:

Please label all media with advertiser/agency name, file name/number, contact person and phone number.

Send to:

Babcox Media, Inc.
3550 Embassy Parkway
Akron, OH 44333-8318
Attn. Tina Purnell
or email tpurnell@babcox.com



RESERVE YOUR SPACE TODAY

Space reservations due: March 2, 2016

Materials due: March 6, 2016



Headquarters:

3550 Embassy Parkway
Akron, Ohio 44333-8318

330-670-1234

Fax 330-670-0874

www.babcox.com

PUBLISHER:

Dean Martin

dmartin@babcox.com

330-670-1234, ext. 225

For more information contact

Dean Martin or your

Babcox Media sales representative.