

'09

Media Kit



T3

Transport Technology Today

# The Transportation Technology Revolution has begun. There's one magazine leading the charge.

## ■ T3 is:

### **The Right Subscriber**

T3 goes to executive and management-level subscribers – including CEOs, CFOs, COOs and IT professionals – that have direct responsibility for buying and managing IT solutions.

### **Editorial Excellence**

A highly experienced editorial staff provides the latest and deepest coverage in the business. T3 is must-read for anyone with responsibility for lowering operational costs and enhancing the business process by implementing information technology.

### **Customer Service**

Incomparable value-added services and options help you get the market data you want and the results you need.



## ■ Your Market, Your Buyers:

### **A Transportation Technology Revolution**

The \$350 billion transportation, logistics and service industries consist of more than 14 million mobile workers in 85,000 companies in a geographically dispersed marketplace. And it's growing! With the addition of service industries, utility fleets, public transportation, municipalities and private carriers, T3 targets one of the largest markets for information technology.

Transportation Technology Today (T3) is the only publication that provides information technology business solutions to the top CEOs, CFOs, COOs and IT professionals serving the \$350 billion transportation, logistics and service industries.

- T3** – the only magazine written for the transportation and logistics industries – the largest mobile workforce segments in the world.
- T3** – provides real-world editorial experience and first-hand knowledge of the transportation and logistics markets.
- T3** – a leading choice for advertisers looking to reach top CEO, CFO and COO management, operations and IT managers of an industry that represents 14 million mobile workers and 85,000 companies worldwide.

## ■ Our Readers Are:

### **Enterprise Categories**

Food Processing  
Food Distribution  
Construction  
Mining  
Logging  
Petroleum  
Petroleum Production  
Petroleum Marketing  
Utility  
Retail  
Wholesale  
Manufacturing  
Processing

### **Government Agencies**

Federal  
State  
Local  
  
**Contract Common Carriers**  
3PL  
TL  
LTL  
P&D  
Lease/Rental  
Bus

### **Industry Suppliers**

Hardware  
Software  
Technology  
Manufacturing  
Technology  
Consulting

## ■ Editors

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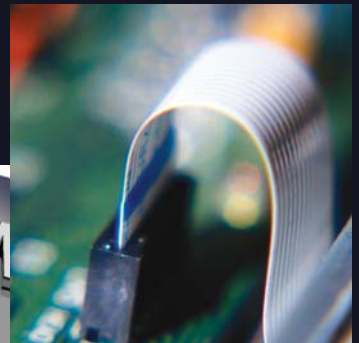
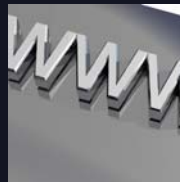
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## ■ The Digital Audience

Although the potential advantages of digital delivery are enormous, in the end, what matters is the reader's opinion. New and innovative, this digital format actually is preferred by some of the most progressive and demanding readers. Studies have shown that readers tend to be younger, more technologically literate, and they enjoy the convenience and depth the digital version offers. Surveys conducted with digital format providers across multiple industries and differing audience profiles revealed the following:

- More than **90%** had an overall positive impression of the digital format.
- **77%** said the information was easy to read.
- **41%** rated it a better source of information vs. print.
- **38%** rated it as a better source of information vs. a Web site.
- **76%** rated it as a better source of information vs. a PDF.



## ■ Editorial Calendar

T3 is the definitive source of information technology serving the transportation and service industries. Each issue features business process and management solutions that benefit those with responsibility for implementing information technology and lowering costs. Also included in each issue are:

Technology Trends ■ Products and Services ■ Hardware/Software ■ Industry News  
■ In-depth Features ■ Focused Editorials

### **JANUARY**

Business Process: **Mobile Workforce Management**  
Editorial Emphasis: **Handheld Devices**  
Management Solutions: **Communication Support**

*Ad Closing: December 15*

*Ad Materials Due: December 20*

### **JULY**

Business Process: **IT Investments**  
Editorial Emphasis: **TMS/WMS**  
Management Solutions: **Choosing Software/Hardware**

*Ad Closing: June 16*

*Ad Materials Due: June 22*

### **FEBRUARY**

Business Process: **Vehicle Security**  
Editorial Emphasis: **Tracking Devices**  
Management Solutions: **Geofencing, IT Solutions**

*Ad Closing: January 16*

*Ad Materials Due: January 21*

### **AUGUST**

Management Solutions: **Leveraging the Internet**  
Business Process: **Moving Information**  
Editorial Emphasis: **Determining ROI**

*Ad Closing: July 16*

*Ad Materials Due: July 23*

### **MARCH**

Business Process: **Operations**  
Editorial Emphasis: **Dispatch Software**  
Management Solutions: **Mapping and Routing**

*Ad Closing: February 17*

*Ad Materials Due: February 23*

### **SEPTEMBER**

Business Process: **Integrating Systems**  
Editorial Emphasis: **Choosing Software Partners**  
Management Solutions: **IT Tools**

*Ad Closing: August 17*

*Ad Materials Due: August 24*

### **APRIL**

Business Process: **Billing and Settlement**  
Editorial Emphasis: **Actionable Intelligence**  
Management Solutions: **Document Imaging**

*Ad Closing: March 16*

*Ad Materials Due: March 23*

### **OCTOBER**

Business Process: **Customer Service**  
Editorial Emphasis: **Call Centers/CRMs**  
Management Solutions: **Cost Analysis**

*Ad Closing: September 15*

*Ad Materials Due: September 20*

### **MAY**

Business Process: **System Integration**  
Editorial Emphasis: **Adding Software**  
Management Solutions: **Drilldown Dashboards**

*Ad Closing: April 16*

*Ad Materials Due: April 23*

### **NOVEMBER**

Business Process: **Asset Management**  
Editorial Emphasis: **Trailer Tracking**  
Management Solutions: **Information Integration**

*Ad Closing: October 15*

*Ad Materials Due: October 23*

### **JUNE**

Business Process: **Systems Software**  
Editorial Emphasis: **Enterprise Resource Planning (ERP)**  
Management Solutions: **Using Core Data**

*Ad Closing: May 15*

*Ad Materials Due: May 22*

### **DECEMBER**

Business Process: **Operational Improvements**  
Editorial Emphasis: **Expediting Billing**  
Management Solutions: **Leveraging Onboard Data**

*Ad Closing: November 16*

*Ad Materials Due: November 23*

## ■ T3 — The All-digital Magazine

Imagine being able to combine all the advantages of printed documents with the interactivity, instant access and distribution economies of the Internet.

- T3 opens in a standard Web browser. T3 requires no downloading and is delivered immediately to the browser. It works on both the PC and MAC platforms.
- T3 combines text, images, animation, sounds and videos into a single media-rich document, which is read like a printed publication.
- T3 can easily be forwarded to others, and the recipient can print a single page, a range of pages or the entire magazine. T3 also can be archived on a hard drive.
- T3 has hyperlinks in the table of contents, allowing readers to jump anywhere in the document. Hyperlinks also can be placed anywhere throughout T3 to take the reader to an advertiser's or a partner's websites.
- The enhanced interface provides access to thumbnail views of all the pages and contents, the ability to customize the zoom level, selection of a single-or double-page view, ability to bookmark, annotate, search and more.

Unlike printed material or downloaded e-books, T3 allows advertisers to monitor reading performance and its impact on their end-user communities. T3 tracking provides information in up to 30 different ways detailing how specific digital content has been consulted over a given period. Advertisers can track which pages are being looked at and for how long — and when someone clicks an embedded link or does a search. Advertisers also have the ability to report these findings to their partners or internal committees.



## 2009 Ad Rates

	1x	3x	6x	12x
1-Page Full Color	\$1,030	\$1,005	\$975	\$935
2-Page Full Color Spread	\$2,060	\$2,005	\$1,940	\$1,875
1/2-Island Full Color	\$720	\$700	\$680	\$650
1/2-Page Full Color	\$620	\$600	\$580	\$560
1/3-Page Full Color	\$470	\$460	\$450	\$430

### Premium Positions

Cover 2	Plus 20%
Opposite TOC	Plus 15%
First 10 pages	Plus 10%
Listing on TOC	Plus 15%

### Interactive Links

Manual links embedded into NXTbook pages	\$100 per link per insertion
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Integration of audio or video clips, Flash animation, special features (gatefolds, cover wraps, inserts, etc.)	Quoted upon request
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### Standard Display Rates

Rates are based on total units within a 12-month period. Multiple page ads count as one unit for each page. Each fractional page ad counts as one unit. Advertisements that run in different locations in the same issue will be billed at the rate applicable to each size unit. Divisions of the same parent company may combine their advertising schedules in the same 12-month contract period to earn lower rates.

### Commission

Agency commission: 15% of the gross billing is allowed to recognized agencies on space and color.

# Guidelines for Babcox T3 Ad Materials

	Dimensions	Pixels at 72 dpi
1-Page Full Color	7 7/8" wide x 10 3/4"	567 x 774
2-Page Full Color Spread	15 3/4" wide x 10 3/4"	1134 x 774
1/2-Island Full Color	4 1/2" wide x 7 1/2"	324 x 540
1/2-Horizontal Full Color	7" wide x 5"	504 x 360
1/3-Island Full Color	4 1/2" wide x 5"	324 x 360

## ■ Ad Materials

### File Format

Babcox prefers to receive electronic files in PDF, JPG, or GIF format.

Flash (SWF) files are also accepted.

The output resolution of PDFs should be a minimum of 150 dpi; 300 dpi is preferred.



## ■ Audio

Audio files must be embedded in a Flash document. We also accept MP3 or WAV files.

## ■ Animation

Supply animation as Flash 6 files, SWF and FLA files.

Make sure there is no white space around the edge of the Flash animation.

Set the Flash files to a frame rate of 24 fps.

For animations that shouldn't loop, please ActionScript it as such.

Any ActionScript used in the animations cannot use the `_root` reference. It must instead use `_parent` references.

Animations need to be created for display at the maximum zoom size. The normal maximum zoom size is 950 pixels wide, but if the maximum zoom size is made larger or smaller, we will provide different dimensions for the Flash animations accordingly.

Animations created for the intro page, opposite the cover, should be made at 475x645 pixels or dimensions that are proportional.

However, if the project is proportioned differently (such as with some trade brochures), then we will provide different dimensions.

There should be no embedded links in the animations. We will create the links so they can be tracked.

Images should be set to lossless compression instead of photo compression.

## ■ Video

Send video files as a FLV or AVI file. We also accept Windows Media Player, Real Video or QuickTime formats.

When sending QuickTime video files, avoid using these video codecs: Intel Indeo Video and SoftDV. The recommended video codecs for QuickTime are: Uncompressed Video, Sorenson Video 1, 2, and 3, or Motion JPEG A and B.

When sending QuickTime Video files, avoid using the IMA 4:1 audio codec. The recommended audio codecs for QuickTime are: Uncompressed audio, ALaw 2:1, or ADPCM.

When sending AVI files, avoid using the Intel Indeo Video codec.

## ■ Delivery of Materials

### Materials provided on disk:

If delivering files on disk, please send to the address below.

### Materials provided via FTP:

(Notify us when a file is placed on our FTP site.)

FTP via FTP client: 209.115.18.138

User ID: babcoxguest

Password: passpass

FTP via Web browser: ftp://babcoxguest@209.115.18.138 password: passpass

Note: If you get an access-denied message, please ignore and continue with your upload. You are only being denied access to view other ads that may be on our FTP site.

### Babcox contact:

Babcox, 3550 Embassy Parkway, Akron, OH 44333-8318

Valli Pantuso, Advertising Services, 330-670-1234 ext. 223, vpantuso@babcox.com

