



# Reach Key Industry Decision-Makers Through NASSTRAC.

Through an **Integrated Marketing Package** you can strengthen your name recognition and directly reach key decision-makers all year long!



If your customers are buyers of transportation-related products and services, then you know how hard it is to reach them. You need to find ways to gain their attention and increase their awareness of your value. Create a real impact on your business by promoting your products and services through NASSTRAC—the association that exclusively serves all modes and market segments in the transportation marketplace.

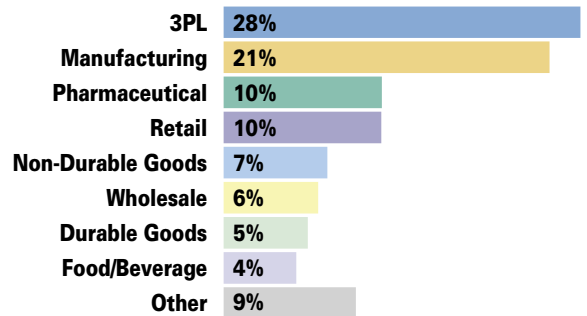
### Who are NASSTRAC Members?

You'll reach decision-makers and influencers at all levels, in many industry segments. Take a quick look at who belongs to NASSTRAC:

- Approximately 28% are in 3PL; 21% in manufacturing; 10% in pharmaceutical, 10% in retail; durable/non-durable goods, wholesale, durable goods, food/beverage and other making up 31%.
- Many industries are represented, including: consumer products, chemical, cosmetics, machinery, medical, printing, publishing, and OEMs.

## Advertising Event Sponsorship Online Marketing

### Who Makes up NASSTRAC Membership?





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## Print

### Advertise in NASSTRAC's NewsLink

Produced bi-monthly, this member newsletter is packed with industry information on the latest issues facing transportation pros.

### Profile Advertisement:

Includes your company's name, phone, e-mail, logo, and 25 key words that describe your products or services.

**3" x 1-5/8" • \$225 each insertion / \$1200 for 6**

Note: all profiles are printed in black and white, as shown in sample format below:



## Your Logo Here

25-word description here. 25-word description here. 25-word description here. 25-word description here. 25-word description here. 25-word description here. 25-word description here. 25-word description here. 25-word description here.

Contact Name and Title • Contact e-mail address  
(123) 456-7990 • www.YourWebsite.com

### Newsletter Inserts:

Sell your company's story, products and solutions in our *NewsLink* Insert program. You provide the printed insert (maximum finished size is 8.5 x 11") and we'll insert it into our member publication.

**\$550 each insertion / \$2800 for 6**

## Events

### Reach Decision-Makers in the Marketplace!

From our Annual Conference & Expo to NASSTRAC seminars, take advantage of these live venues. To inquire about our Sponsor and Expo opportunities or to look at our calendar of events, visit online at [www.NASSTRAC.org](http://www.NASSTRAC.org) or call 952/442-5638 ext. 208.



## Online

### Advertise in the NASSTRAC eLink

This electronic bi-monthly newsletter is distributed to membership and beyond. Readers get the latest on news, events and education vital to their profession.

### Electronic Banner Ad:

We accept GIF, JPEG, and Flash formats—file size between 20-30K. All banner ads, when clicked, will launch the linked site in a new browser window. Size options: Button size 120x90 pixels; Square 120x120; Tower 120x300. Please send ready files and URL link to [nancy@NASSTRAC.org](mailto:nancy@NASSTRAC.org). If you should need your ad produced, ask us for details on pricing.

**\$490 each or 6-issue package for \$460 each.**

### Advertise on [www.NASSTRAC.org](http://www.NASSTRAC.org)'s "Shipper Yellow Pages"

The *Shipper Yellow Pages* is a resource members utilize to search potential partners. Advertise your value proposition to this key buying audience. Provide a Web-ready company logo, a 50-word description, contact information and URL address. We'll provide a link to your Web site.

**\$1200 for 12 months**