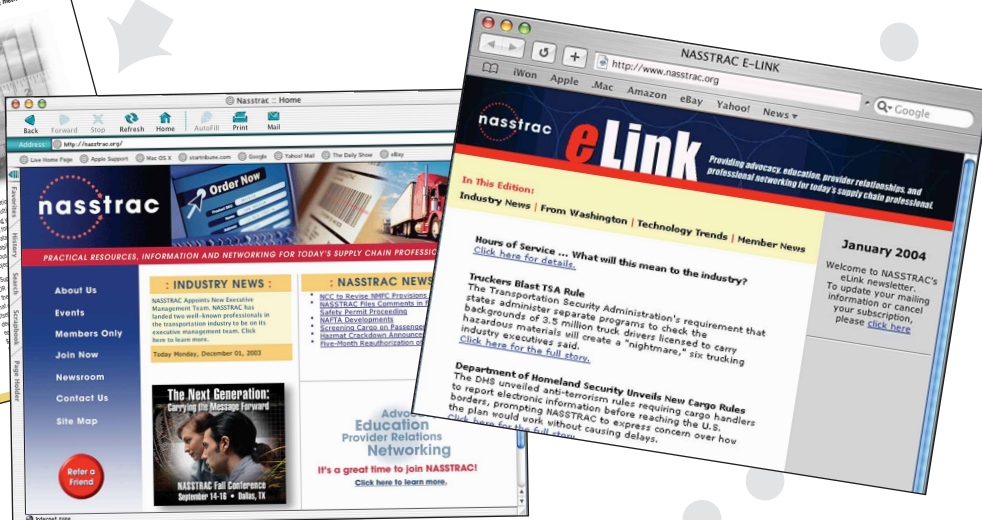




Reach Key Industry Decision-Makers Through NASSTRAC.



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 products and services that support the movement of strategic shipments (including LTL, small package or parcel shipments), 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 this marketplace.

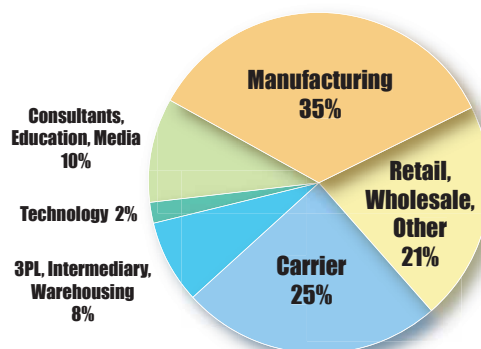
Who are NASSTRAC Members?

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

- Approximately 35% are in manufacturing; 21% in retail, wholesale and other; carriers and suppliers approximately 25%; and 3PLs, intermediaries and warehousing providers making up another 8%.
- Many industries are represented, including: consumer products, pharmaceutical, chemical, cosmetics, retail, machinery, medical, printing, publishing, OTMs, durable goods, and food and beverage.

Advertising Conference Sponsorship Online Marketing

Who Makes Up NASSTRAC Membership?





Reach Key Industry Decision-Makers Through NASSTRAC.

Advertising in NASSTRAC's *Newslink*

Produced regularly throughout the year, this 4-color newsletter is packed with industry information on the latest issues that are facing transportation professionals. By advertising in the *Newslink*, you'll regularly communicate the value of your products and services to the entire NASSTRAC membership all year long. More importantly, members keep past issues of the *Newslink* for reference and oftentimes pass it along to others in their transportation and logistics divisions—so the pass-along readership is significant!

Newslink Advertisement Specifications:

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

2" x 2-5/16" • \$295 each insertion
(Discounted at \$750 for 3)

Enhanced Profile. Includes your company's name, address, phone, fax, e-mail, logo, and the opportunity to provide prospective customers with more specific information about your products or services (40-word description).

4" x 2-5/16" • \$395 each insertion
(Discounted at \$1,000 for 3)

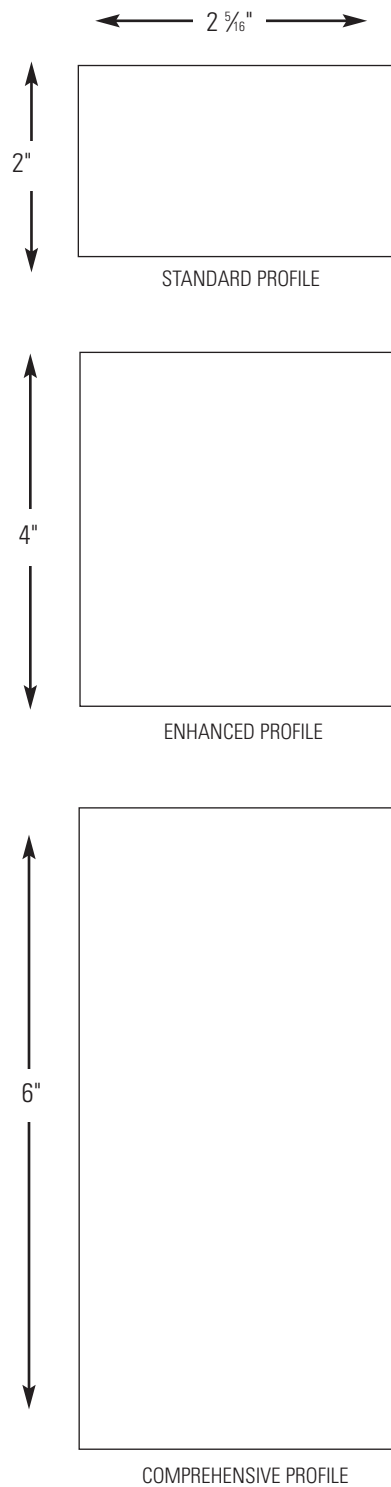
Comprehensive Profile. Includes your company's name, address, phone, fax, e-mail, logo, and an excellent opportunity to provide details about your products or services (60-word description).

6" x 2-5/16" • \$495 each insertion
(Discounted at \$1,250 for 3)

Note: all profiles are printed in black and white.

Inserts. You provide the printed insert (maximum finished size is 8.5" X 11") and we'll insert it into the mailing that includes the NASSTRAC *Newslink*.

\$550 each insertion
(Discounted at \$1,400 for 3)



NASSTRAC is committed to promote the goals of our members in support of their supply chain responsibilities through Advocacy, Education, Provider Relationships, and Professional Networking.



Reach Key Industry Decision-Makers Through NASSTRAC.

Advertising in the NASSTRAC eLink and on www.NASSTRAC.org

By placing your banner ad on either, you will reach the entire NASSTRAC membership using a unique marketing channel.

Electronic Marketing Options to Reach Key Transportation Decision-Makers:

NASSTRAC eLink is a new electronic newsletter distributed regularly to all NASSTRAC members. Place your banner ad exclusively in one edition of the NASSTRAC eLink and reach the entire NASSTRAC membership.

\$490 / each ad 12-month Banner Ad.

Post your banner ad prominently in The Shipper's Marketplace section of www.NASSTRAC.org and NASSTRAC members will be exposed to the value of your products and services regularly as they visit and return to the association's Web site.

\$1,800 for 12 months

Electronic Newsletter and Web Site Banner Ad Specs:

Contact the NASSTRAC office for details on specs required. For your convenience, electronic banner ads can be produced by us; just ask us for details on development pricing.

Interested in more information?

Contact: Brian Everett, TMCA Executive Director
758 Quail Run
Waconia, MN 55387 USA
Voice: 952/442-8850 ext 201
Fax: 952/442-3941
Brian@NASSTRAC.org

Where to send artwork?

Nancy LaRoche, NASSTRAC Graphic Designer
6511 34th Avenue N.,
Crystal, MN 55427 USA
Voice: 952/442-8850 ext. 250
Fax: 763/535-7735
nancy@NASSTRAC.org

Logo files should be press-ready (i.e. Illustrator EPS files or high-resolution TIFF files at 300 DPI or higher). We cannot accept embedded logos in Word documents or downloaded from Web sites.

Here's a Partial List of NASSTRAC Member Companies.

Our members are decision-makers and influencers in transportation, logistics and supply chain management — YOUR key prospects!

American Greetings Corporation
Amerisource Bergen Corporation
Anheuser-Busch
Baer Supply Company
Berwick Industries, LLC
Best Buy Company
BIC Corporation
Bristol Myers Squibb
Brown & Williamson Tobacco Co.
C & H Distributors
C.M. Products, Inc.
Calgon Carbon Corporation
Century Tool & Manufacturing Co.
Chatham Brass Company, Inc.
Comfort Products
Cott Beverages
CVS Pharmacy, Inc.
Dickinson Brands, Inc.
Domino's Pizza, Inc.
Eveready Battery Company
Fingerhut Corporation
Fisher Scientific
Fiskars Brands, Inc.
Gambro Healthcare, Inc.
General Electric
Goodmark Foods, Inc.
Grainger Industrial Supply
Highland Plastics, Inc.
Imaging Technologies Services, Inc.
Ingram Book Company
Johnson & Johnson
Johnston Industries Fiber Products Division
Lego Systems Inc.
Leviton Manufacturing Company
Lifeway Christian Resources
Mack Trucks, Inc.
Modern Equipment Company, Inc.
NCH Corporation
Pier 1 Imports
Pilot Corporation of America
Pioneer Electronics, Inc.
Revlon Consumer Products Corp.
Sage Products, Inc.
Shaklee U.S.
Spangler Candy Company
Sun Chemical Corporation
Swing-N-Slide
The Scotts Company
The Spencer Turbine Company, Inc.
United States Playing Card Company
VWR Scientific Products
Wyeth Pharmaceuticals