

Tarheel wheels



The Official Magazine of the North Carolina Trucking Association

Tarheel Wheels IS NOW A QUARTERLY PUBLICATION

*Including A New Guide to North Carolina Trucking
NCTA's brand new official membership directory & buyers' guide.*

This brand new publication will list all NCTA corporate members both alphabetically and categorically making this a valuable resource tool and long shelf-life to refer to throughout the year.

Q2 SUMMER, Q3 FALL, Q4 WINTER

Tarheel Wheels will continue with the same compelling format as seen in our Q3 Fall 2018 edition four times per year with three editions of Tarheel Wheels, plus our brand new annual Guide to North Carolina Trucking. If you want to reach a highly targeted, influential group of decision makers to consider purchasing your products or services, then you will want to place an ad in every issue of Tarheel Wheels.

ADVERTISE

We've INCREASED our frequency and distribution and DECREASED ad rates now reaching more than 8,000 trucking company owners and top transportation executives four times per year with three editions of Tarheel Wheels, plus we are rolling out our brand new annual Guide to North Carolina Trucking.

Prices printed are per insertion/per edition. Substantial discounts are offered to those who agree to place their add in all publications.

Covers	Full-Color 4X	Inside Rates	Open B&W 1x	Open Color 1x	Discounted B&W4X	Discounted Color 4X
Inside Front	\$1725	Double Truck	n/a	\$2950	n/a	\$2700
Inside Back	\$1725	Full Page	\$1650	\$1750	\$1450	\$1550
Back Cover	\$2250	2/3 page	\$1350	\$1450	\$1150	\$1250
		1/2 page	\$1175	\$1275	\$975	\$1075
		1/3 page	\$750	\$850	\$625	\$725
		1/6 page	\$425	\$625	\$325	\$425

Ad Space Reservation Deadlines

March 7, 2019
May 17, 2019
September 25, 2019
November 15, 2019

Ad Materials Due

March 14, 2019
May 24, 2019
October 2, 2019
November 22, 2019

ADDED BONUS: THE DIGITAL EDITION

Each edition of *Tarheel Wheels* will be promoted and archived on NCTA's and MPG's websites as a digital edition. The digital edition added value includes live links to advertisers websites making it simple for viewers to be directed to the products and services being marketed.

WHO'S READING TARHEEL WHEELS 8,000 Readers

Tarheel Wheels is mailed to the offices of:

- Members of the North Carolina Truck Association (NCTA)
- Each corporate member of Truckload Carriers Association and American Trucking Association residing in North Carolina and surrounding states
- Selected trucking executives owning four or more trucks in North Carolina and surrounding states
- Selected shipping executive members of the National Industrial Transportation League (NIT League)

For more details, please contact our publisher

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