

**BUILD YOUR BUSINESS
AND BRAND THROUGH
GENDER DIVERSITY IN
TRANSPORTATION**

Redefining *the* Road
The official magazine of the Women In Trucking Association

Accelerate!
CONFERENCE & EXPO

Sponsored Content,
Advertising, Integrated Marketing,
Accelerate! Conference



Redefining *the* Road

The official magazine of the Women In Trucking Association



2021 Media Kit:
Sponsored Content, Advertising, Integrated
Marketing, Accelerate! Conference

Published by:

MindShare Strategies, Inc.
758 Quail Run, Waconia, MN 55387 USA

For more information and to place advertising:

Carleen Herndon,
Vice President, Business Development
Women In Trucking Association
615-696-1870
Carleen@WomenInTrucking.org

> Visit [Redefining the Road](#)



Dear WIT Members and Colleagues,

The mission of the Women In Trucking Association is to encourage the employment of women in the trucking industry, to promote their accomplishments and to minimize the obstacles they face. Tie your organization to this mission through sponsored content, advertising and thought leadership strategy in our official channels – including *Redefining the Road* magazine, *WIT eNews* (e-newsletter), social media, website, the WIT blog, and the *Accelerate!* Conference & Expo.

These channels bring together a community of professionals seeking to educate the market and encourage gender diversity. Combined, these channels reach nearly 100,000 readers, followers, and WIT members. These professionals are in diverse roles that range from Leadership, Operations, and Safety to HR/Talent Management, and Sales and Marketing - as well as professional drivers!

An award-winning magazine, *Redefining The Road* is distributed three times a year to our entire membership, at industry events, and is available in a digital format to reach thousands more. *WIT eNews* is distributed weekly for more timely industry news and need-to-know information to WIT members and other industry professionals. And of course, tens of thousands of readers and followers consume the market intelligence and information on the WIT website, blog, and social media channels.

While each channel is unique in its format and following, they all share the same business approach. Through relevant content, they attract and retain loyal, captive decision-makers with whom you want to build your brand, your reputation, and your business. There's no other way to more effectively tie your brand directly to the important issue of gender diversity in North American transportation!

Thanks for your support,

A handwritten signature in black ink, appearing to read "Ellen Voie".

Ellen Voie, President and CEO
Women In Trucking

WHAT ARE YOUR GOALS?

Whether you want to showcase your expertise, create buzz about your brand or recruit new talent, we can help. The list below is a good starting point for exploring your options. Then contact us to start a conversation. Together, let's connect you with the decision-makers, influencers and professionals you need to reach!

Table of Contents

Message from Ellen Voie.....	page 2
Sales Consultant Contact Information.....	page 2
Table of Contents.....	page 3
Market Demographics (Segment, Titles, Gender, Type, Reach by Channel).....	page 4
Partial List of Corporate Members.....	pages 5-7
WIT Partners.....	page 7
Redefining the Road Editorial Calendar.....	page 8
Recognition Initiatives: Top Lists.....	page 9
Redefining the Road Magazine Rates.....	page 10
Redefining the Road Magazine Deadlines.....	page 10
RTR Production Specs.....	page 11
WIT eNews Banner Ads and Sponsored Content.....	page 12

WIT eNews Content Marketing/Thought

Leadership.....	page 12
Dedicated Sponsored Emails.....	page 13
Lead Generation Program.....	page 13
Social Posts.....	page 13
Accelerate! Conference & Expo (Virtual, In-Person).....	page 13
Sponsorship & Booth Packages.....	pages 14-18
Conference A La Carte.....	pages 19

Lead Generation

- White Papers
- Sponsored Emails
- In-Person Events
- Virtual Conferences

Thought Leadership

- Sponsored Content
- Redefining the Road* magazine
- WIT eNews
- Whitepapers
- Women In Trucking Blog

Speaking Opportunities

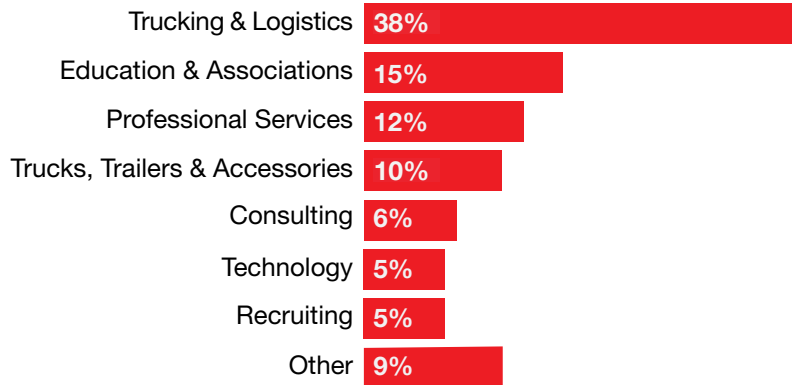
- Accelerate! Conference & Expo
(In-Person and Virtual Events)

Brand Awareness

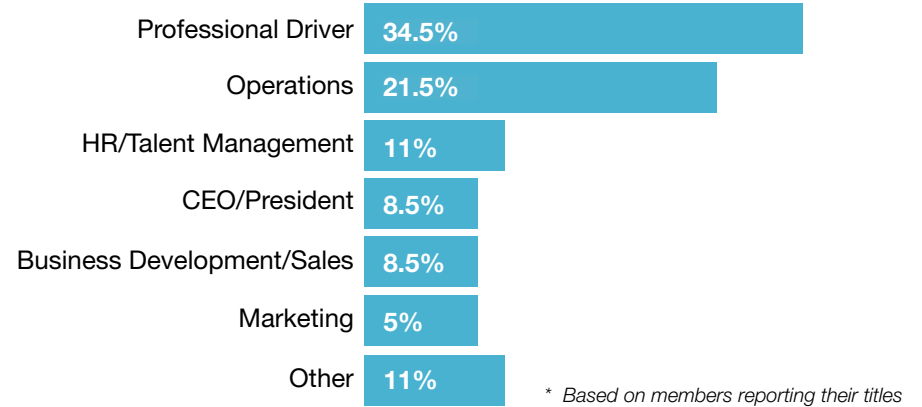
- WIT eNews
- Redefining the Road* magazine
Banner Ads (Website)
- Accelerate! Conference & Expo
(In-Person and Virtual Events)
- Social Media

MARKET DEMOGRAPHICS

Market Segment



Titles



Gender

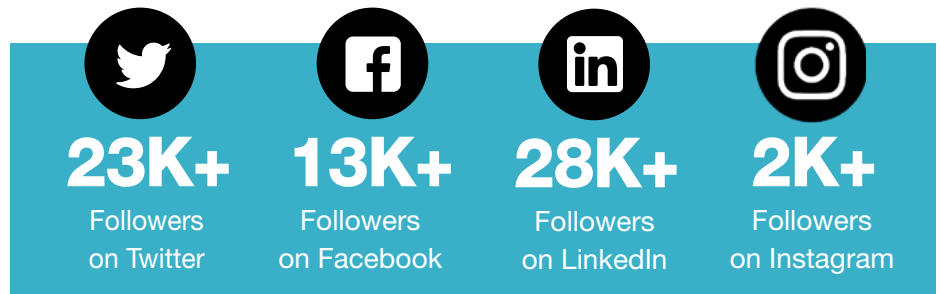
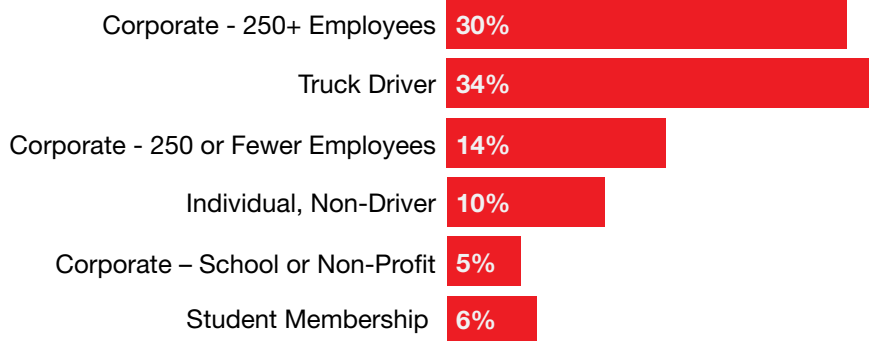


Reach by Channel

Redefining the Road **16,200** print, digital and pass-along readership
The official magazine of the Women In Trucking Association

WOMEN IN TRUCKING **WIT eNews**
 WIT eNews Readership: Nearly **8,000** members and prospects

Type



Nearly **1.8 million** website and blog visitors since 2016

WOMEN IN TRUCKING - CORPORATE MEMBERS

1-800-TRUCKER

2nd Nature All Around Services
 A&J Truck Driving School
 AAA School of Trucking
 ABF Freight
 Acme Truck Line
 Active USA
 ACUIITY
 Ag Trucking
 AGT Global Logistics
 Air Products
 Airgas
 Airtab
 Alabama Motor Express, Inc.
 Alexandria Technical and Community College
 Allstate Land and Timber
 Amazon
 American Bakers Association
 American Central Transport
 American Logistics Aid Network (ALAN)
 American Petroleum Institute
 American Transportation Research Institute
 American Truck Dealers (ATD)
 America's Service Line
 Anderson Transport
 Andrus Transportation Services
 Andy Transport
 Apex Capital
 Aria Logistics
 Armour Transportation Systems
 Arrow Truck Sales
 Artur Express
 ASR Solutions
 Asurint
 ATA's Technology & Maintenance Council
 Atlantic Coast Trucking
 Auction Transport Services
 Auto Truck Transport
 AutoZone
 Averitt Express
 B&B Trucking
 Backhaul Direct
 Balch Logistics
 Barnes Transportation Services
 Bay & Bay Transportation
 Beacon Roofing Supply
 Beck Disposal
 Bee Line Ready Mix
 Belt & Bruner
 Bendix Commercial Vehicle Systems
 Benesch, Friedlander, Coplan, & Aronoff
 Bennett International Group
 Big M Transportation
 Black Bear Trucking
 Black Belt Mindset Productions
 Blitch Westley

BLK OUT TRANSPORT
 Blue Beacon Truck Wash
 Blue Dolphin Transport
 Blue Edge Marketing
 BlueParrott - GN Group
 Blume Global
 BMO Transportation Finance
 Bobit Business Media
 Booster Fuels
 Boyle Transportation
 BR Williams Trucking
 BreakerOne9
 Brenny Transportation
 Brown Dog Carriers
 Bruckner Truck Sales
 Bulk or Liquid Transport
 C. Blackburn
 C.A.T.
 CalArk Trucking Company
 Calhoun Truck Lines
 California Trucking Association
 Canadian American Business Council
 Canal Insurance Company
 Candor Expedite
 Capacity Southeast Agency
 Capital Logistics
 Carbon Express
 Cargo Transporters
 CarMax
 CarriersEdge
 Carter Express & Carter Logistics
 Carvana
 CBS-Global - Creative Business Services
 CDLjobs.com
 Centerline
 Central New Mexico Community College
 Certarus
 Certified Express
 CFI
 CH Robinson
 Cheetah Software Systems
 Christenson Transportation
 Clark Freight Lines
 Clark Transfer
 Clean Harbors
 Coldiron Companies
 College of Southern Maryland
 Colorado Motor Carriers Association
 Commercial Vehicle Safety Alliance (CVSA)
 Concept Financial Group
 Concorde
 Conversion Interactive Agency
 Convoy
 CoreFund Capital
 Corporate Medical Services
 Corrigan Johnston Risk Advisors

Covenant Transport
 Cowan Systems
 Craftsmen Utility Trailer
 Crestwood Transportation
 Crete Carrier Corporation
 Crossroads Equipment Lease and Finance
 Crowley
 CRST International
 CSA Advisors
 Cumberland International Trucks
 Cummins
 CVTA-Commercial Vehicle Training Association
 cvu advisors
 D&D Transportation Services
 D.M. Bowman
 D.W. Story & Associates
 Dart Transit
 DAT Solutions
 Davis Express
 Day & Ross Transportation Group
 DC Velocity
 DDC FPO
 Dean Foods
 Dedicated Systems
 DHL Supply Chain
 Diesel Express Logistics
 Diversified Transfer & Storage
 Dixon Insurance
 DMC Insurance
 Dollar General
 Dot Transportation
 Double L Enterprise
 Drew Eckl & Farnham
 Drive My Way
 DriverFacts
 DriverReach
 Drivers Legal Plan
 DriverSource
 DriverSource
 Drivewyze
 Drov Technologies
 Dupre Logistics
 Eastern Iowa Community Colleges
 Eaton
 eCapital Freight Factoring
 Elosa Logistics
 Embark Trucks
 Empress Holdings Group
 EPES Transport System
 Equinox Business Solutions
 EROAD
 Espyr
 Estes Express Lines
 eTrac Final Mile
 Excel Driver Services
 Exosent Engineering

Expediter Services
 ExpressIt Delivery Solutions
 Exxact Express
 Fairway Transit
 FASTPORT
 FedEx Custom Critical
 FedEx Express
 FedEx Freight
 Feedlot Service
 FEPCO Container
 Fifth Wheel Freight
 Financial Carrier Services
 FindATruckerJob.com
 FirstFleet
 FirstLine Funding Group
 Flatbush Freight Express
 Fleet Advantage
 Forager Logistics
 Foreman Bros.
 Forward Air
 Fox Valley Technical College
 Freightliner Trucks
 FreightWeb Services
 Frito-Lay
 Front
 Fuso New Zealand
 FX Logistics
 Garner Trucking
 Georgia Tank Lines
 Geva Transportation
 Giltner Logistic Services
 Global Express Transportation
 Global Transportation Management
 Good's Insurance Agency
 Gordon Food Service
 Grammer Industries
 Graphite Logistics
 Great Dane
 Great Plains Transport
 Great Plains Trucking
 Great West Casualty Co.
 Greatwest Kenworth
 Grocery Haulers
 Groendyke Transport
 Group1201
 GTO2000
 Guaranteed Transport Service
 Gulf Winds
 Gulick Logistics
 Gully Transportation
 H.O. Wolding
 Hamrick School
 Hawkeye Community College
 HDA Truck Pride

(Continued)

WOMEN IN TRUCKING - CORPORATE MEMBERS

Healthy Trailer
 Healthy Trucking Association of America
 Heavy Metal Truck Training School
 Heniff Transportation Systems
 Herc Rentals Inc
 Hirschbach Motor Lines
 HNI Risk Services
 Hogan Transports
 Howes Lubricator
 Hub Group
 HUB International Transportation Insurance Services
 Hudson Insurance Group
 Humber Institute of Technology & Advanced Learning
 Hyndman
 Hyundai Translead
 IANA-Intermodal Association of North America
 Idelic
 IFDA
 Ike Robotics
 IMMI
 Indiana Motor Truck Association
 Insight Technology
 Instructional Technologies
 International Association of Movers
 International Society of Recruiting and Retention Professionals
 Interstate Carrier Xpress
 Interstate Truck Driving School
 J. J. Keller & Associates
 J. Russell Shaffer Distribution
 J.B. Hunt Transport
 Jayne Denham
 JBS Carriers
 Jenny Tipping-CPC Trainer
 JF Moran
 JH Rose Logistics
 JobsInTrucks.com
 JOC Group
 John Christner Trucking
 JR Kays Trucking
 JX Enterprises
 K & J Trucking
 Kansas Motor Carriers Association
 Karbonkleen
 Kards
 Kenco
 Kennesaw Transportation
 Kirkwood Community College
 Kivi Bros Trucking
 Knichel Logistics
 KRTS Transportation Specialists
 L2 Trucking Products
 Ladybird Logistics Limited
 Lake Cumberland CDL Training School
 Lakeside International Trucks
 Landstar Transportation Logistics
 LaunchIt Public Relations

Lazer Spot
 Liberty Career Finance
 Liberty Logistics Services
 Light Speed Logistics
 Lion BG
 LoadTrek
 Logiflex
 Logistic Dynamics
 Logistics Quarterly
 Long Brothers of Summerfield
 Longhaul Trucking
 LYNC Logistics
 M&M Cartage
 MacKay & Company
 Maple Tree Cartage
 Marvin Johnson & Associates
 Match Fleet
 Matheson Companies
 Mathis Law Group
 Maverick Transportation
 May Trucking Company
 McConnell Transport
 McKinney Trailer Rentals
 McLane Company
 McLeod Software
 Meijer Logistics
 Mercer Transportation
 Michelin North America
 Microdea
 Midwestern Transit Service
 Mifflin County Academy of Science and Technology
 Milestone
 MindShare Strategies
 Minnesota Trucking Association
 Mississippi Trucking Association
 Mister P Express
 Mitchell Technical Institute
 Mj & j - Enterprises
 Morgan Van Lines
 Motoring Matters Magazine Group
 Mullan Transportation
 Murphy Hoffman Co.
 MustDeliver
 NAL Insurance
 NAMA-National Automatic Merchandising Association
 NAPA Transportation
 National Association of Independent Truckers
 National Association of Publicly Funded Truck Driving Schools
 National Association of Small Trucking Companies (NASTC)
 National Carriers
 National Drug & Alcohol Screening Association (NDASA)
 National E & R
 National Road Carriers
 National Tractor Trailer School
 National Transportation Center
 National Waste & Recycling Association

National Women Business Owners Corporation
 Nationwide Auto Transport
 Nationwide Transportation and Logistics Services
 Navajo Express
 Navistar
 NDTA (National Defense Transportation Association)
 Nebraska Trucking Association
 Neely Counseling Center
 Network Group Logistics
 New World Van Lines
 New York Life
 NFI Industries
 North Carolina Trucking Association
 North Central Kansas Technical College
 North Central Utility
 Northampton Community College
 Northern Industrial Training
 Northern Refrigerated Transportation
 Norton Transport
 NTX Wash Systems LLC
 Nutrien
 Nu-Way Transportation Services
 NZ Trucking Association
 Oak Harbor Freight Lines
 Oakley Transport
 Oberg Freight
 Odyssey Logistics & Technology
 Okkijl Transfer
 Old Dominion Freight Line
 Olin Corporation
 Omnitrac
 Online Auto Connection
 Ontario Truck Training Academy
 Openforce
 OTR Capital LLC
 Over The Road-Canada
 Owner-Operator's Business Association of Canada (OBAC)
 P&B Trucking
 PACCAR
 Palfinger Liftgates
 Palmer Trucks
 Panther Premium Logistics
 Papa John's Food Service / Trans Papa Logistics
 Parrish Leasing
 Paschall Truck Lines
 Patriot Lift Co
 Pedigree Technologies
 PeeWee's Trucking
 Pegasus Transtech
 Penske Transportation Solutions
 Perfect Transportation
 Performance Food Group
 Petrex Trading
 PetroChoice Holdings
 PGT Trucking
 Pima Community College, Center for Transportation Training

Pinellas Technical College
 Pinnacle Growth Advisors
 Pitney Bowes
 PITT OHIO
 Pittsburgh Institute of Aeronautics
 Platform Science
 Pohl Transportation
 Powersource Transportation
 Premier Trailer Leasing
 PrePass Safety Alliance
 Prime
 Program Transportation
 Progressive Truck Driving School
 ProMiles Software Development Corp.
 Queensland Trucking Association
 RadioNemo of North America
 Ralph Moyle
 Rand McNally
 Raven Transport
 Razor International USA
 RC Moore
 Red Classic Transportation
 ReedTMS Logistics
 Retread Tire Association
 RFX
 Rhode Island Trucking Association
 Rihm Kenworth
 Riverland Community College
 Riverside Transportation
 Road Transport Forum N.Z.
 Rock Trucking
 Rock-It Cargo USA
 Roehl Transport
 Rolling Strong
 Romco Of Columbus
 Royal Expediting
 Ruan Transportation
 Rumberger, Kirk & Caldwell
 Ryder System
 S&E Productions,
 S&H Express/Granite Transportation
 S-2International
 Safe 'N Secure
 Safety4her
 SambaSafety
 SBL Driving Academy
 Schneider
 Scopelitis, Garvin, Light, Hanson & Feary
 Segal McCambridge Singer and Mahoney
 SelecTrucks
 Sentry Insurance
 Shamrock Foods Company
 Sheakley Uniservice
 Shell Rotella
 (Continued)

WOMEN IN TRUCKING - CORPORATE MEMBERS

Sherwin-Williams
Shoshone Trucking
Shuman Specialized Transportation
Simplot Transportation
SiriusXM Radio
SkyBitz
SMCA³
Smith Transport
Snider Fleet Solutions
Southcentral Kentucky Community & Technical College
Southeast Toyota Distributors
Southeastern Freight Lines
Southern State Community College Truck Driving Academy
Specialized Carriers & Rigging Association
St. Christopher Truckers Development & Relief Fund
Stafford Financial Consulting Group
Star Fleet Trucking
Star Leasing
State of Illinois Business Enterprise Program
Staver Accident Injury Lawyers
Stay Metrics
Stoops Freightliner-Quality Trailer
Suburban Seating & Safety
Sun State International Trucks
Sunrise Transport
Sunset Transportation
SupplyChainBrain
Synchrologistics
T and T Loggin
Tax 2000
Tax2290.com
Taylor & Associates
TDDS Technical Institute
Tennessee Trucking Association & Foundation
Tenstreet
The National Transportation Institute
The Redden Group
The Trucker
Thomas E. Keller Trucking
Thunder Struck Transportation
Timco Logistics
Tire Retread & Repair Information Bureau
TLD Logistics Services
TMSA-Transportation Marketing & Sales Association
TopHAT Logistical Solutions
TopMark Funding
Total Transportation of MS
TP Trucking
Tr4North Global
TRAA-Towing and Recovery Association of America
Trailer Transit
Trailer Wizards
Trailerline
Transco Lines
Transfast Trucking
Transfix

TransForce
Transmark Logistics
Transplace
Transport America
Transport Designs
Transport Futures
Transport Security
Transport Services
Transport Topics
Transport Women Australia
Transportation Club of Dallas/Fort Worth
Transportation Compliance Consultants
Transportation Intermediaries Association
Transportation Resources
Transtex
TransTrain
Transystems
TravelCenters of America/Petro Stopping Centers
Tri Star Freight System
Trimac
Trimble Transportation
Tri-National
Trinity Logistics
Tri-State Motor Transit
Triumph Business Capital
TrucBrush Corporation
Truck Driver Institute
Truck Writers
TruckDriver.com
Trucker Path
Truckers Against Trafficking
TruckersReport.com
Trucking HR Canada
Trucking Industry Defense Association
Truckload Carriers Association
TruckPark
TruckRight
Truckstop Ministries
Truckstop.com
TrueNorth Transportation
Tru-Pak Moving Systems
TTN Fleet Solutions
Tulsa Technology Center
TVC Pro-Driver
U.S. Truck Driver Training School
U.S. Xpress
University of Georgia-Terry College of Business
University of Wisconsin - Superior
UPS State Government Affairs
US Autologistics
US Foods
USHealth1
uShip
Utah Global Transportation Solutions
Utility Trailer Manufacturing
Utility Trailer Sales Southeast Texas

Valley College
Vector
Velocity Truck Centers
Veriha Truck Driving Academy
Veritable Vegetable
Verst Logistics
Visible Supply Chain Management
Vnomics
Volvo Trucks North America
Walmart Transportation
Waste Management
Waukesha County Technical College
Wave Express
Waymo
WCA
WEL Companies
Werner Enterprises
Western States Trucking Association
Wilson Logistics
WinTransport
Wisconsin Indianhead Technical College
Wisconsin Motor Carriers Association
Women in Propane
Women In Trucking Foundation
Women's Business Development Center
Wooster Motor Ways Inc
WorkHound
Worklete
Wreaths Across America
Wyoming Trucking Association
WyoTech
XPO Logistics Freight
YRC Freight
Zeeland Freight Services
Zonar

Gold Partners



Silver Partner



Bronze Partners



Media Partner



2021 EDITORIAL CALENDAR

Redefining the Road
The official magazine of the Women In Trucking Association

An award-winning magazine, *Redefining The Road* is distributed three times a year to our entire membership, at industry events, and is available in a digital format to reach thousands more. This magazine leverages an editorial staff with nearly 100 years combined experience in transportation, logistics and supply chain management.

Content subject to change

ISSUE	RECOGNITION FOCUS	COVER STORY	FEATURE 1	FEATURE 2	FEATURED CASE STUDY	NEWS BRIEFS	AD CLOSE	MATERIALS DUE
Edition 1 March	Top Women to Watch in Transportation	Recognizing Women in the Industry Who are Making a Difference	Fostering a Connected Culture When Working Remotely	Improving Safety on the Road	Recruiting Case Study	Diversity Inclusion Index Influential Woman Driver Ambassador Salute Preview Wreaths Across America	Jan. 22	Feb. 5
Edition 2 August	Top Woman-Owned Businesses in Transportation	Millennials/Gen Z in the Workplace	What Makes a Successful Woman-owned Business	Best Practices in Training	Driver Case Study	WIT Leadership U.S. & Canadian Salute Distinguished Woman Female Driver of the Year Image Team Update	June 4	June 18
Edition 3 November	Top Companies for Women to Work For in Transportation	How Companies Successfully Incorporate Gender Diversity into Their Business Strategy	Mitigating Unconscious Bias	Finding Work-Life Harmony	Marketing Case Study: The Image of Trucking	Accelerate! Preview Photo Contest Richard Crane Show Image Team Update Foundation Update	Sep. 3	Sept. 17



Women In Trucking was established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles they face.



GENDER DIVERSITY: RECOGNIZING ACHIEVEMENTS OF INDIVIDUALS, COMPANIES. RECOGNITION INITIATIVES: TOP LISTS

Has your company (or individual professionals within your organization) achieved success and made a difference? Throughout 2021, you have the opportunity to nominate organizations and individuals who you believe are worthy of recognition through *Redefining the Road* magazine, the Accelerate Conference & Expo, and sponsored content.



Countless women in transportation are making great strides in their careers while positively impacting their companies and helping to promote greater gender diversity. In Edition 1 of *Redefining the Road*, we will feature these “Top Women to Watch in Transportation.” Nominate a woman who is worthy of this distinction, whether her role is in Leadership, Operations & Safety, HR/Talent Management, Sales & Marketing or as a Driver. Provide rationale for the nomination, describe accomplishments she has made in her career during the past 12-18 months, and explain ways in which she exemplifies WIT’s mission for more gender diversification in transportation.

[> Details and Call for Nominations](#)



WIT encourages more women to proactively become leaders in their organizations – and in some cases, to even start their own businesses. In Edition 2, we will feature “Top Woman-Owned Businesses in Transportation.” Nominate a woman-owned company worthy of this recognition. Criteria used to identify qualified companies will include status as majority ownership by a woman, financial stability and growth, innovation, and entrepreneurial spirit of the woman owner.

[> Details and Call for Nominations](#)



Many women say they want employers with a corporate culture supportive of gender diversity, flexible hours and work requirements to accommodate family and life balance, competitive compensation and benefits, training and continued professional development, and career advancement opportunities. In Edition 3, we will feature “Top Companies for Women to Work For in Transportation.” Nominate your company if it exemplifies these characteristics. If your nomination is accepted, the marketplace then votes and to validate your nomination nominations.

[> Details and Call for Nominations](#)

RATES FOR 2021

RATES (Black and White Only)

Ad Size	1x Rate	2x Rate	3x Rate
2-Page Spread*	\$3300	\$3200	\$3100
Full Page*	\$2125	\$2050	\$1950
2/3 Page	\$1750	\$1650	\$1550
1/2 Page Vertical	\$1375	\$1275	\$1175
1/2 Page Horz.	\$1275	\$1175	\$1075
1/4 Page Banner	\$780	\$730	\$660
1/4 Page Horz.**	\$795	\$750	\$695
1/4 Page Vertical	\$795	\$750	\$695

* Bleeds allowed only on full or 2-page spread ads

** Regular ads only, "Top List" ads must be vertical

COVER POSITIONS (Includes Color)

Outside Back	\$4350	\$4250	\$4150
Inside Front	\$3700	\$3600	\$3500
Inside Back	\$3700	\$3600	\$3500

Cover space available on a first-come, first-served basis and must be secured in writing, and therefore is noncancelable.

For more information and to place advertising:

Carleen Herndon • 888-464-9482 • Carleen@WomenInTrucking.org

COLOR RATES

One Process Color* \$550

Four Process Color** \$850

*Process colors—yellow, cyan or magenta plus black

**Publisher cannot guarantee exact match.

No charge for bleeds, color match, proofs. Only full-page and spread ads can include bleeds. Fractional bleed ads are not available.

Guaranteed Position Please add 15% of b&w rate.

Advertising Agencies Please add your commission to these published rates, all rates are net.

Terms of payment due upon receipt of invoice.

Add 2% per month interest on accounts over 60 days.

Complete poly-bagging and insert services are available upon request.

DEADLINES:	Edition 1	Edition 2	Edition 3
Advertising Close Date	Jan. 22	June 4	Sept. 3
Ad Files/Materials Due	Feb. 5	June 18	Sept. 17
Publish Date	Mar. 19	Aug. 2	Nov. 1

PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high-quality (300 dpi minimum), press-ready PDF file. Ensure that all fonts have been embedded and all color has been converted to CMYK.

Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software: Adobe CS (InDesign, Illustrator, Photoshop and Acrobat). See deadlines on page 8.

Note: Bleeds allowed only on full or 2-page spread ads. "Top List" ads must be vertical format if quarter-page size.

Email files to Carleen@WomenInTrucking.org

Ad Sizes



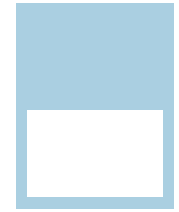
2-Page Spread
W. 16 3/4 x H. 10 7/8*
(Trim Space)



Full Page
W. 7 x H. 9 1/2 or
W. 8 3/8 x H. 10 7/8*



2/3 Page Vertical
W. 4 5/8 x H. 9 1/2



1/2 Page Horizontal
W. 7 x H. 4 5/8



1/2 Page Vertical
W. 4 5/8 x H. 7



1/4 Page Banner
W. 7 x H. 2 1/8



1/4 Page Vertical
W. 3 3/8 x H. 4 5/8



1/4 Page Horizontal
W. 4 5/8 x H. 3 3/8

All measurements are in inches

Live Space W. 7 x H. 9 1/2

Trim Space W. 8 3/8 x H. 10 7/8

*Bleed W. 8 5/8 x H. 11 1/8

2-Pg. Spread W. 17 x H. 11 1/8



CLICK HERE to place your order



For more information and to place advertising:

Carleen Herndon
615-696-1870
Carleen@WomenInTrucking.org



WIT eNews

WIT eNews is distributed weekly to our entire membership for more timely industry news and need-to-know information for WIT members and other industry professionals. The most relevant, high-performing content from WIT eNews then is distributed monthly to an exclusive list of non-members who are qualified decision-makers and professionals with legitimate interest in gender diversity issues in transportation and logistics.

Banner Advertising and Sponsored Content Options/Pricing

- Top Banner (premier position provides top exposure and quality traffic): 468 X 90 @ \$1,800
- Lower Banner (prominent position immediately under mast-head): 468 X 90 @ \$1,500
- Standard Top Banner Ad 560 X 90 @ \$950
- Standard Bottom Banner Ad 560 X 90 @ \$850
- Small Square Banner Ad 200 X 200 @ \$550

Minimum package: 3 (5+ receives additional 10% discount)

There is a limit of ads per edition, so first-come, first-served.

Content Marketing/Thought Leadership

via Native Advertising in Callout Text format @ \$1,800
(260x149px image, 5-word headline, 25-word description)

- Product Showcase
- Corporate Spotlight
- Sponsored Video
- Bylined Column

All link to 750+ word article on the WIT blog



SPONSORED CONTENT

Dedicated Sponsored Emails

Supplement your own email program with an email under the Women In Trucking banner

- Feature your content exclusivity
- Promote a whitepaper, guide or ebook; distribute a survey; or share your thought leadership
- Target either or both business professionals or professional drivers
- Directly link to your lead generation form for instant results
- Pricing begins at \$2,500 for a single, exclusive sponsored email.

Lead Generation Program

Showcase your knowledge to the transportation and logistics industry -and generate sales leads!

- We accept whitepapers, reports, e-books, and other quality lead-generating content (note: advertiser must provide).
- WIT posts your whitepaper or content on our website for 6 months. This includes a link to a landing page featuring a summary of your whitepaper and key takeaways, plus your logo and contact information; a download button linked with a lead generation form; promotion to the WIT audience, including through WIT eNews, banner ads and social channels.
- Prices start at \$3,800

Social Posts

Promote your content through WIT's social media channels, including LinkedIn, Facebook, Twitter, and Instagram.

- Starts at \$1,800 for a package of 3 individual posts

Integrated Digital Marketing Packages

New in 2021, WIT has created four options of heavily discounted digital marketing programs that integrate digital advertising, social marketing, lead generation through marketing automation, content and thought leadership. Whether your business goals are to enhance your brand, build your business, or both, these convenient and easy-to-execute special packages are sure to generate business results.

PACKAGE	WIT ENEWS	WIT SOCIAL CHANNELS	LEAD GEN PACKAGE	CONTENT/ THOUGHT LEADERSHIP	TOTAL INVESTMENT
Branding (Standard)	Standard Top Banner Ad (5X)	Social Posts (3X)	N/A	Your Choice: Product Showcase, Corporate Spotlight, Sponsored Video, or Bylined Column	Price: \$5,800 (Value: \$8,350)
Branding (Premium)	Top Banner Ad (5X)	Social Posts (6X)	N/A	Same as above.	Price: \$9,800 (Value: \$14,400)
Lead Generation (Standard)	Standard Top Banner Ad (5X)	Social Posts (3X)	N/A	Same as above.	Price: \$9,500 (Value: \$13,950)
Lead Generation (Premium)	Top Banner Ad (5X)	Social Posts (9X)	Lead Generation Program plus 1 Dedicated eBlast	Same as above.	Price: \$12,500 (Value: \$18,700)

WIT will host its seventh annual Accelerate! Conference & Expo Nov. 7-9, 2021 at the Sheraton Dallas Hotel in Dallas, TX. Attendees will learn about critical transportation issues and trends, along with perspectives and the positive impact women have on the industry. This event will follow recommended safety precautions and social distancing practices and will offer a dynamic virtual option for those unable to physically attend.

ONLINE BRANDING	Platinum	Diamond	Ruby	Sapphire	Emerald	Booth Only
Conference Email Campaign: Your logo in footer (100,000+ impressions)	●	●	●	●	●	—
Conference Website: Visitors will see your logo 24/7 Exhibitor Name & Link	● ●	● ●	● ●	● ●	● ●	— ●
In-Person, Virtual, & Conference App: Company Logo Company Name, Profile, Website Link Logo on Sponsor Reel	● ● ●	● ● ●	● ● ●	● ● ●	● ● —	— ● —
Webcasts: Your company is featured as a sponsor, promoted to WIT audience	●	●	●	—	—	—
Thought Leadership: Highlight your expertise in bylined column in WIT eNews (8,000+ readers weekly)	●	●	●	—	—	—
Social Posts (LinkedIn, Facebook, Twitter, Instagram with nearly 70,000 followers)	3	2	1			

For Sponsor Information, contact: Carleen Herndon • 615-696-1870 • carleen@womenintrucking.org



Conference App: Event details with your company name!



IN PRINT

Platinum

Diamond

Ruby

Sapphire

Emerald

Booth Only

Redefining The Road magazine:

Your logo included in advertising



National Advertising:

Your logo featured in all print ads promoting the conference



New Member Packet

Your logo featured in the Welcome Letter, which is mailed to all new members, acknowledging you as a sponsor.



16K+

Readers of
*Redefining the
Road Magazine*



500K+

National
Advertising
Impressions

For Sponsor Information, contact: Carleen Herndon • 615-696-1870 • carleen@womenintrucking.org

AT CONFERENCE	Platinum	Diamond	Ruby	Sapphire	Emerald	Booth Only
In-Person Booth: Showcase your products and services to all attendees at the in-person expo (10' X 10' booth space).	●	●	●	●	●	●
Expo Sign Your logo featured Your company name	● —	● —	● —	● —	● —	— ●
Virtual Jumbotron (5k+ impressions) Your logo featured in professional video	●	●	●	●	●	—
Truck & Technology Tour May participate in the virtual and in-person tour showcasing your latest innovations.	●	●	—	—	—	—
Breakout Session: Introduce speaker	●	●	—	—	—	—
Commercial Spot You may provide a 30-60 second spot to positively brand your company in support of WIT, its mission, and gender diversity.	●	—	—	—	—	—
Complimentary Registrations: Additional (Discounted): \$450	6	5	4	3	2	1

SPONSOR PRICING	Platinum	Diamond	Ruby	Sapphire	Emerald	Booth Only
With Booth:	\$13,500	\$11,500	\$9,500	\$7,500	\$5,500	\$3,500
Without Booth:	\$11,500	\$9,500	\$7,500	\$5,500	\$3,500	—

Your Booth Package includes a showcase of your capabilities and brand in the Accelerate! Conference & Expo, participation in the WIT Lead Generation Program, listing as an exhibitor on lobby signage, a corporate profile on the conference mobile app, and 1 paid conference registration.

NOTE: WIT members receive a \$300 discount off all packages!

All prices in U.S. dollars.

5,500	1,000+	110+
Total active members	Expected attendees in 2021	Brands sponsored or Exhibited in 2019



For Sponsor Information, contact: Carleen Herndon • 615-696-1870 • carleen@womenintrucking.org

A LA CARTE SPONSORSHIPS**In-Person and Virtual Swag Bag Sponsorship**

Attendees of the in-person and virtual conference will receive a swag bag of give-aways from exhibitors or sponsors which include whitepapers, case studies, product or fact sheet, videos, and promotional coupons. You'll be identified as a sponsor of the In-person or Virtual Swag Bag and your logo will be prominently displayed. The WIT In-person Swag Bag will be given out in-person and the Virtual Swag Bag will be emailed to all pre-registered attendees prior to and following the conference.

\$3,500 each

Room Key Card

Attendees staying at the Sheraton Dallas Hotel will receive a customized key card to their room that is branded with your logo. Of course, they'll use their key over and over again during their stay - giving you optimum brand visibility (estimated 6,000 brand impressions)

\$5,000

Sponsored Entertainment Break (Jayne Denham)

Australian country music star and trucking advocate Jayne Denham is the newest Women In Trucking Association Ambassador, and she has a song in her heart that resonates with the WIT community. Become the Entertainment Break Sponsor, and your logo will be featured and your company mentioned on all breaks where Jayne entertains attendees. Drive traffic to your website and leads to your sales team – all while being positioned as the company that brings Jayne to the industry!

\$3,500

Breakfast, Lunch, Break, Reception

The WIT Accelerate! Conference & Expo features several meals and networking events throughout the event. Sponsorship is your chance to engage your brand with attendees during one of these events.

Cost: See Carleen Herndon for pricing

Virtual and/or In-Person Conference App

Access the attendee list, digital presentations of sessions, and maximize your conference participation through other features. Your brand will be featured on the landing page, generating 30,000+ brand impressions.

\$7,500

Commercial Spot (Virtual and/or In-Person)

Produce a commercial spot or video promoting the value of your product or service, or a corporate announcement or statement made by your top executive (featured 4 times throughout the virtual and in-person conference to create 1,500+ impressions and generate leads and business). You provide the creative.

\$2,500 (your choice of virtual or in-person)

\$3,500 (featured at both)

Items in the In-Person or Virtual Swag Bag

Exhibitors and sponsors can create your own item to be included in the WIT Swag Bag (In-Person or Virtual) – ranging from promotional flyers or product spec sheets, case studies, whitepapers, videos, and promotional coupons.

\$1,000

For Sponsor Information, contact: Carleen Herndon • 615-696-1870 • carleen@womenintrucking.org



SPONSORSHIPS TO PROMOTE YOUR COMPANY

Promotional Flyer/White Paper

Highlight your product or service by with a marketing sheet or a white paper to be distributed in the Virtual Swag Bag, which will be given to each guest attending the conference.

Starting at \$3,000

Online Registration Confirmation (3 available)

Highlight your brand to attendees by including your logo on the registration confirmation email – an ideal way to create significant visibility to all attendees (1,000+ brand impressions).

\$2,500

Speaker Presentation Library

Attendees will download presentations throughout the conference – or for days after the conference. Your logo will be highlighted on one of the most popular pages of the 2021 WIT Conference Microsite.

\$2,500

Roundtable Topic Sponsor

In addition to sponsoring a roundtable discussion at lunch, one of your thought leaders from your company can serve as the topic facilitator. Choose someone well-versed on the topic.

\$1000

ADDITIONAL MARKETING OPPORTUNITIES

Redefining the Road magazine

- Integrate your advertising with strategic content (best practices, thought leadership, emerging trends)
- Reach 16,000+ readers and decision-makers, published three times a year

> [Click here to view the magazine](#)

Digital Marketing & Social Media

- Sponsored content and digital advertising opportunities through LinkedIn, Twitter, Facebook, Instagram, WIT website, exclusive e-blasts
- Reach nearly 70,000+ followers via these channels



For Sponsor Information, contact: Carleen Herndon • 615-696-1870 • carleen@womenintrucking.org

Accelerate!
CONFERENCE & EXPO



Join the Women In Trucking Association and Reserve Your Sponsorship/Booth Today!

1. **Join** Women In Trucking (If you're not already a member). All members receive an additional \$300 off any sponsorship or booth package.

[> Click here to join](#)

2. **Determine** level of participation (Sponsorship package or A La Carte) or Expo Only package (see previous pages).

3. **Initiate** Your Women In Trucking Sponsorship and/or Reserve Your Booth.

[> Click here to sign up](#)



**For Sponsor information,
contact Carleen Herndon:**

615-696-1870

carleen@womenintrucking.org

