

# todaystrucking.com

**Big Box** | 300 x 250px

— Average Monthly —

**Visits**  
**58,869\***

— Average Monthly —

**Page Views**  
**118,707\***

**Leader Board** | 728 x 90px Website  
300 x 90px Mobile



\*As reported through Google Analytics as July 2019 YTD.

## 2020 Rate Card • Gross

Frequency	1x	3x	6x	9x	12x	18x	24x
<b>RUN-OF-SITE</b>	(Based on 15,000 impressions)						
Leader Board	\$1,445	\$1,409	\$1,373	\$1,337	\$1,301	\$1,264	\$1,228
Big Box	\$1,977	\$1,928	\$1,878	\$1,829	\$1,779	\$1,730	\$1,680

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# E newsletters

## 2020 Rate Card • Gross

**Voices** (Monday)   
 **Trends** (Thursday) } 14,500 average monthly views

Frequency	1x	3x	6x	9x	12x	18x	24x
Leader Board	\$3,121	\$3,043	\$2,965	\$2,887	\$2,809	\$2,731	\$2,653
Big Box	3,121	3,043	2,965	2,887	2,809	2,731	2,653
2nd Leader Board	1,561	1,522	1,483	1,444	1,405	1,366	1,327
2nd Big Box	1,561	1,522	1,483	1,444	1,405	1,366	1,327
Text Ad	1,300	1,281	1,235	1,203	1,170	1,138	1,105
3rd Leader Board	1,300	1,281	1,235	1,203	1,170	1,138	1,105

### THE LOCKWOOD REPORT

(Every other Wednesday) 7,000 average monthly views

Frequency	1x	3x	6x	9x	12x	18x	24x
Leader Board	\$2,081	\$2,029	\$1,977	\$1,925	\$1,873	\$1,821	\$1,769
Big Box	2,081	2,029	1,977	1,925	1,873	1,821	1,769
2nd Leader Board	1,300	1,268	1,235	1,203	1,170	1,138	1,105
2nd Big Box	1,300	1,268	1,235	1,203	1,170	1,138	1,105
Text Ad	989	964	940	915	890	865	841
3rd Leader Board	989	964	940	915	890	865	841

### PRODUCT WATCH

(Every other Wednesday) 7,000 average monthly views

Frequency	1x	3x	6x	9x	12x	18x	24x
Leader Board	\$1,405	\$1,370	\$1,335	\$1,300	\$1,265	\$1,229	\$1,194
Big Box	1,405	1,370	1,335	1,300	1,265	1,229	1,194
2nd Leader Board	989	964	940	915	890	865	841

**Leader Board** 728 x 90px

The screenshot shows the layout of the 'Today's Trucking' newsletter. Callouts indicate the following ad sizes and positions:

- Leader Board:** 728 x 90px, located at the top right.
- Text Ad:** 100 x 70px, Max 120 characters (with spaces), located in the middle section.
- Big Box:** 300 x 250px, located at the bottom right.

The newsletter content includes sections like 'Today's Trucking NewsFIRST MONDAY', 'DEMAND MORE FROM YOUR POWERTRAIN', 'TOP STORY' (Obvious trends are hard to come by...), 'ULTIMATE TEST DRIVE SERIES', 'OTHER NEWS' (Bill for Sleep Disorder Rule Gets Trucking Industry Support), 'QUICK FIX' (Work 30% faster), and 'THE MAGAZINE'.

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