2019 Media Guide
Welcome to what is hailed as, “the MOST INNOVATIVE and ENTERTAINING executive publication in all of transportation.”

- **Truckload Authority** is the official publication of the Truckload Carriers Association (TCA)
- **Five issues** in 2019 (March, May, July, September and November)
- **Directly mailed** to executive TCA members, plus upper level management at hundreds of companies in the trucking industries
- **Bonus distribution** at all TCA events
- **Digital edition available at** Truckload.org and TheTrucker.com
Editorial Overview and Calendar

Overview

President’s Purview - The TCA president provides an update on the focus of the TCA and important industry-related information.

Legislative Update - Take an enlightening look at major legislative and regulatory issues facing transportation executives and delve into the solutions the TCA has identified.

Tracking the Trends - Explore the latest advancements in transportation technology. Gain valuable economic forecasts, investment & business analysis and executive management insight.

National News Maker - Explores the latest national issues that are affecting the transportation industry.

A Chat with the Chairman - Learn more about the chairmen of the TCA and their views. Also get insight on important TCA initiatives straight from the source.

Member Mailroom - An updated recap of TCA events

Talking TCA - Provides in-depth coverage and analysis of TCA events, educational programs and national initiatives. Readers can see the difference TCA is making in the transportation industry.

Editorial Calendar

March/April: Benchmarking: A Successful Tool
May/June: Driver Recruitment and Retention Practices
July/August: Safety Systems: Now a Necessity
September/October: Do’s and Don’ts of Growing Your Fleet
November/December: Spec’ing Your Next Tractor
January/February: Advances in Aerodynamics
2019 SECTION AND FEATURE SPONSORSHIPS

The most powerful and effective advertising is achieved when delivering your brand messages in **CREATIVE** and memorable ways. In *Truckload Authority* our advertising partners are achieving this through “content association” advertising. Showcasing your brand as a section or feature sponsor **ELEVATES** your message in the eyes and mind of the reader. As a section or feature sponsor you will receive the following:

- Color Logo and “Sponsored By” tag on section(feature) cover
- First Full Page right hand read in section(feature)
- Company name and website on following left hand read pages

Current availability is limited so inquire today about securing a highly visible and memorable sponsorship for your company!