

Food Fleets— A strong BUY in 2016

Refrigerated Transporter is a key information source for companies involved in the hauling, shipping, storing and handling of fresh and frozen foods and other products requiring temperature control. The very special treatment and equipment needed to properly handle perishable products makes *Refrigerated Transporter* must reading. We cover the market offering information in a wide variety of ways including our website, refrigeratedtransporter.com; a weekly e-newsletter, RT Business Picture and two print magazines, Food Fleet Source in May and Refrigerated Transporter's annual Buyer's Guide issue in November.

May 2016: Next year's **Food Fleet Source** will include a financial report on the top refrigerated carriers, an on-site profile of a successful refrigerated fleet operation and coverage of the Mid-America Trucking Show and directory resources.

- **Refrigeration Unit Repair Directory** – a geographical directory of facilities offering refrigeration repair service throughout the US and Canada.
- **Refrigerated LTL Guide** – a geographical directory of refrigerated carriers offering less-than-trailerload shipments in the US and Canada.
- **Gross Revenue Report** – A financial report on the top refrigerated carriers will include 2014 revenue and operating ratios.

November 2016: will include on-site profiles of refrigerated fleet operations, coverage of the annual IFDA Distribution Solutions Conference, and a special product guide for refrigerated truck fleets.

- **Food Fleet Buyer's Guide** - devoted to the special operating requirements of temperature-controlled fleets. This special guide will include refrigerated trailers and bodies, refrigeration units and parts, insulated bulkheads, temperature monitoring systems, ramps, cargo control equipment and other special refrigeration delivery equipment.

ONLINE OPTIONS

Standard Banner Units:

Leaderboard 728 x 90; Spotlight 300 x 250; Button 180 x 150;
Bottom of page 728 x 90

Impact - Site Intros –a dominant ad unit displaying over the content of website serving to unique visitors once daily; Exclusive Corner Peel –appears on opening home page. Your logo and message will illustrate in a peel-back motion must on mouse-over or click.

Weekly E-newsletter (RT Business Picture)

468 x 60 static, linking banner plus 50 words text & url link

Tall towers (160 x 600 -right column) w/o text

Custom e-blasts – your message to our audience