



American Journal of Transportation

NORTH AMERICA'S PREMIER NEWS RESOURCE
FOR THE TRANSPORTATION INDUSTRY.

NEW! FREE DAILY NEWSLETTER



2014 Media Kit

2014 EDITORIAL CALENDAR

CONCISE COVERAGE

Providing concise coverage and the tools shippers need to do a better job. AJOT delivers industry insights and coverage of events shaping the industry.

COMPETITIVE EDGE

AJOT provides a strong audience by delivering more industry news per issue than any other publication. AJOT's exceptional editorial quality ensures that executives are kept up to date on developments and changes in the industry.

DIRECT EXPOSURE

AJOT's advertisers reach an audience controlling in excess of \$500 billion worth of exports and imports annually.

BUSINESS GROWTH

Consistent advertising enhances visibility to your customers and increases market share in an increasingly competitive environment. AJOT can provide an effective presence to potential clients.

JAN 13	2014 3PL Outlook • Delaware Rivers Ports and Trade
JAN 27	Project Cargo • Georgia Ports
FEB 10	Top 50 North American Shippers • Inland Ports and Logistics Centers
FEB 24	Air Cargo Quarterly • North Asian Trade • Florida Ports
MAR 10	Breakbulk Quarterly • NVOCC and FF Review 1 • IT Solutions Management
MAR 24	Latin American Trade • Nordic, CIS and Baltic Trade • Perishables I
APR 7	Northeast Ports and Trade • Chemical and Hazardous Transport
APR 21	Ocean Carrier Review • Pacific NW Ports and Trade
MAY 5	Breakbulk Quarterly • Air Cargo Quarterly
MAY 19	Supply Chain Management • Cargo Insurance • California Ports
JUN 9	Gulf Coast Ports and Trade • RO/RO Transportation
JUN 23	Warehousing, Distribution and Trucking: FTL/LTL • European Ports and Trade
JUL 14	Forest Products • IT Solutions
JUL 28	Breakbulk Quarterly • Port Equipment and Technology
AUG 11	China/Hong Kong Ports and Trade • Maryland Ports and Trade
AUG 25	Latin American Trade • Air Cargo Quarterly • Canadian Ports
SEP 8	Project Cargo • South Carolina Ports and Trade
SEP 22	Annual Intermodalism Special • Inland Ports and Logistics Centers
OCT 6	NY&NJ Ports and Trade • NVOCC and FF Review 2
OCT 20	Med, Middle East and Africa Trade • Virginia Ports and Trade • Perishables II
NOV 3	Terminal Operators and Stevedore Review • Air Cargo Quarterly
NOV 17	Breakbulk Quarterly • 2014 3PL Review Issue • IT Solutions
DEC 8	India, SE Asia and Australian Trade • Garments, Apparel and Footwear
DEC 22	19th Annual Analysis and Perspective

BONUS CIRCULATION

NOTE:
The American Journal of Transportation (AJOT) publishes on the dates listed and are subject to change.

Advertising material must be received 7 days prior to issue publication date.

During these 2014 industry trade shows, copies of the AJOT will be distributed.

- | | | |
|--------------------------------------|---------------------------|-------------|
| • Georgia Foreign Trade | • NCBFAA | • TMSA |
| • CNS Partnership Conference | • CONECT Conference | • PMA |
| • South Carolina International Trade | • Maryland Crab Feast | • IANA/NITL |
| • Virginia Conference on World Trade | • NY/NJ Port Industry Day | • NASSTRAC |
| • TOC | • CLM | • AGOTC |

NEWSPAPER CIRCULATION

32,715

estimated readership

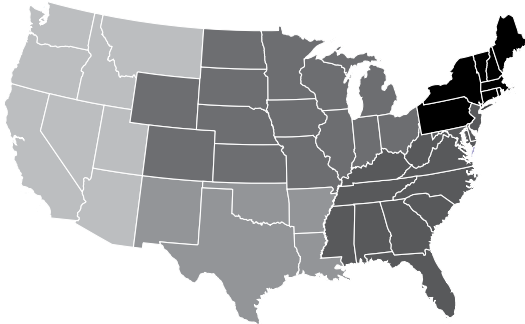
7,112

average subscriber base

4.6

pass on rate

READERSHIP INFORMATION



Northeast
2,017

Midwest
1,241

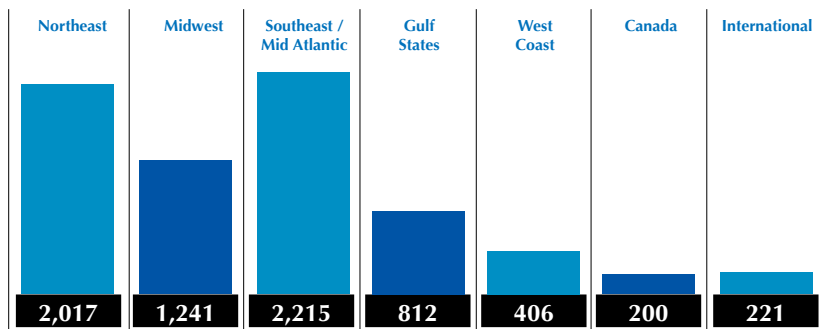
Southeast / Mid Atlantic
2,215

Gulf States
812

West Coast
406

Canada
200

International
221



2013 Circulation

by Title

Logistics/Import/Export Managers75%

Sales & Marketing.....19%

Senior Management.....6%

by Industry

Manufacturers / Shippers73%

Intermediaries.....14%

Air & Ocean Carriers.....9%

Other.....4%

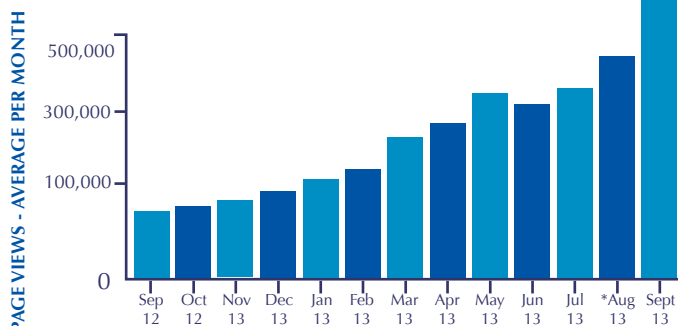
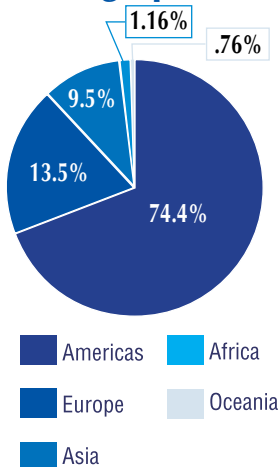
The AJOT is North America's only transportation newspaper that reaches the transportation industry's top decision makers.

AJOT provides extensive, detailed coverage of all modes of transportation and logistics.

AJOT.COM INFORMATION AND STATISTICS

The website, www.ajot.com, allows online viewing of breaking news, upcoming events, classified listings, premium articles and more!

Demographics



*New ajot.com site launch

Statistics Compiler / Tools: Sawmill 8-AWStats & Google Analytics

AJOT.com Stats

12 MONTHS

Page Views..... 2,117,000

Unique Visitors 16,452

Pages Per Visit..... 2.8

Bounce Rate 56%

Daily Newsletter

Newsletter subscriber base 10,135

Average Mo. Delivered..... 222,970

Open Rate..... 18%

Click Rate..... 1.9%

RATES & MECHANICAL REQUIREMENTS

Four Color Rates (Black & White Rates)

Frequency	Spread 20.5"x15"	Jr. Spread 16.5"x10	Full Page 10"x15"	Half Page 8"x10"	Quarter Page 5"x8"	Sixth Page 6"x5"	Eighth Page 5"x4"
1x	\$6,800 (\$6,200)	\$5,200 (\$4,600)	\$4,500 (\$3,600)	\$3,800 (\$3,000)	\$2,600 (\$1,700)	\$1,400 (\$1,000)	\$1,000 (\$600)
2-6x	6,450 (5,850)	4,700 (4,100)	4,100 (3,100)	3,400 (2,700)	2,200 (1,500)	1,200 (900)	800 (500)
7-12x	6,100 (5,500)	4,300 (3,700)	3,900 (2,800)	3,100 (2,500)	2,050 (1,300)	1,000 (700)	700 (400)
13x +	5,875 (5,275)	3,975 (3,375)	3,500 (2,500)	2,800 (2,200)	1,700 (1,000)	900 (600)	500 (300)

Premium Positions

8"x7" Four-Color Front Cover..... \$3,000 (per insertion)

5"x1" Four-Color Front Cover, Top Right Masthead..... \$600 (per insertion)

Classified Placement Rates

	4"x2"	4"x3"	4"x4"	4"x5"	4"x6"
Single Insertion	\$170	\$180	\$200	\$225	\$250
*Frequency Discount	\$600	\$675	\$750		
**Online Placement	\$100				

*Three consecutive issues with a free run in the 4th issue. **Online classified rates run on a per week basis. No charge for layout/typesetting.

Fax or Email copy to: Classified Manager at (508) 927-4189, Email enelson@ajot.com or call 1-800-599-6358 for more information.

Website Rates (www.ajot.com)

Monthly Run

Leaderboard	Medium Rectangle	Full Banner	Splash ad
975x90 pixels \$1200	300x250 pixels \$1000	468x60 pixels \$800	336x280 \$2500
Up to 3 banner rotation	2 locations per page / 3 ad rotation	Up to 3 banner rotation	Per section or page

Daily Newsletter Banner Ad (month / week / single insertion)

Full Banner	Rectangle	eBlast Advertising
468x60 pixels \$1800/500/200	180x150 pixels \$1200/400/150	AJOT Email List Blast \$1500
2 locations in header, max 1 per category	Multiple locations - Side / Bottom	Limit 1 Advertisement Email per week

ARTWORK & PRODUCTION REQUIREMENTS

Specifications for bleed ads:

Bleed Size	11 1/4" x 17 1/4"
Trim Size	11" x 17"
Live Area	10" x 16"

Only full page ads are considered to have a bleed

We accept the following file types PDF, JPEG, TIFF, InDesign, Illustrator, and Photoshop files. If submitting application files, include all supporting fonts and images used in the advertisement, all images should be at least 150 - 300 DPI.

Graphic Specifications: Advertisers are encouraged to submit PDF and PDF/X1-A files provided that they are prepared for press-optimized printing in CMYK with fonts embedded. You should convert colors to CMYK prior to submission because color shifts may occur. Ads received in RGB or spot color will be converted to CMYK. All colors are printed using 4-color process (CMYK).

Fonts: If ads are submitted with incorrect font versions, we may substitute with close Postscript matches. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

If using black type make sure the background is a light color. If using white type make sure the background is a dark color.

Submitting Artwork: We prefer advertising material to be Emailed if it is 10MB or under in file size. If file(s) are larger, compress with an application such as Stuffit/ WINzip archive. If file(s) are over 10MB please send either by CD/DVD or FTP. If you have an FTP site we can download artwork file(s) or we can provide FTP space where you can upload the artwork file(s).

All print advertising material and computer specifications questions should be forwarded to:

Bob Kirk, Print Production Manager - bkirk@ajot.com

American Journal of Transportation
116 Court Street, Suite 5
Plymouth, MA 02360
1-800-599-6358

All web advertising material and questions should be forwarded to:

Eric Nelson, Web Manager - enelson@ajot.com

Website Banner Specifications: All website images/logos should be 72DPI, GIF, JPEG or PNG file format - RGB color. Please ensure all links are valid. Recommended maximum initial download file size: 40 KB, recommended animation size is 4 frames, 3 loops, 10-20 Seconds per loop.

Website Materials Due: Two business days prior to posting, five business days for rich media (include with instructions: referring URL and "alt" text).

Formats Currently Accepted: GIF, Animated GIF, JPG, PNG, Flash. ClickTag preferred with Flash animations, see Adobe.com for standards.

Newsletter ads cannot include Flash advertising. GIF and JPG recommended.

eBlast content must be Safe-HTML and provided in both HTML and Text Format

For more detailed Information on ad specifications, please visit AJOT.com

CONTACT INFORMATION

To schedule advertising or for more information contact:

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Eric Peterson, Director of Marketing & Sales
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For Europe, Middle East & Asia please contact:

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44(0) 78 8070 2227
ed@duvelmedia.com