

### IMPACT ADVERTISING OPPORTUNITIES

#### ■ E-NEWSLETTERS:

##### Market Watch

- Cost-effective method of reaching 12,000 subscribers each week.
- Drive traffic to your Web site
- Each subscriber requested to receive the newsletter
- Specifically written for the readers of *Trailer/Body Builders*

#### ■ ASK THE EXPERTS:

Are you looking for a way to connect with *Trailer/Body Builders* readers; and to become part of a broad network that's interested in your product and what your company has to say? Become known as the industry leader. "Ask The Experts" provides a forum for direct and candid communication, while enhancing your brand through an aggressive promotional campaign, including print and e-newsletter ads. Give your message the ammunition it needs by equipping it with Rich Site Summary (RSS) capabilities and a direct, forum-like format.

#### ■ RIDE-ALONGS:

Catalogs, CD-ROMS, and product samples are examples of items that can be bound or inserted into a polybag and mailed cost-effectively to our entire readership along with the monthly issue.

#### ■ SPECIAL ADVERTISING FORMATS:

We offer creative ways to grab your buyer's attention—gate and barrel folds, pre-printed polybags, tip-ins, belly bands, gatefold inserts, and fold-out tabs. Contact your sales representative for a quote.

#### ■ WEBINARS:

Webinars are online sponsored events covering a wide variety of industry-relevant and timely topics. Audiences have real-time interaction with senior executives and industry leaders to discuss key issues, solutions, best practices, and actual case studies. Or, the webinar can be prerecorded for on-demand playback at the convenience of the viewer. Regardless of format, in addition to a comprehensive integrated marketing program, sponsors receive qualified leads, positive branding, and leadership positioning in the marketplace.

#### ■ PRODUCT REVIEW E-NEWSLETTER:

Our monthly *Buyer's Express* newsletter provides a way to get more mileage from your new product and literature releases. This monthly e-newsletter is sent to qualified industry prospects. Send us 40 words of text along with a photo to reach more than 12,000 subscribers. Lead generation enhancement—for an additional charge we can provide a link to capture email addresses of those interested in your products.

### ADDITIONAL SERVICES

■ **CUSTOM PUBLISHING:** Our custom publishing capability can be an important marketing tool for building your company's brand loyalty, allowing you to create and maintain an effective, personalized relationship with your customers. We offer turnkey custom publishing services, providing content and distribution strategies. For additional information, contact your *Trailer/Body Builders* Sales Representative.

■ **LISTS AND DATABASES:** Achieve targeted, high-response communication in your market by selecting from a database of over 3.2 million recipients and buyers of products and services. Postal, telemarketing and e-mail lists are available to rent from our qualified subscriber lists, trade show attendees and book buyers. Pick the demographic and geographic selection that is right for your promotion. For more information, contact our list manager, Marie Briganti at Walter Karl, Inc., (845) 732-7054 or [Marie.briganti@walterkarl.infousa.com](mailto:Marie.briganti@walterkarl.infousa.com).

■ **REPRINTS:** Ad or article reprints make ideal collateral for direct mail, tradeshow, investor relations and media kits. Ask your Sales Representative for details.

#### ■ MARKET DATA and CUSTOM RESEARCH SERVICES:

The Research team at Penton Media, Inc. provides market-related data and custom research services, ideal for when you are entering a new market, launching a new product, creating a new marketing campaign, or for any other strategic purpose when you need to make informed research-based decisions. Our researchers are custom research experts, knowledgeable in specific industry sectors. Ask your *Trailer/Body Builders* Sales Representative about the latest research information available for your market, or for details about custom research opportunities.

### ABOUT OUR COMPANY

Penton Media, Inc. is a leader in business-to-business communication and information, connecting qualified buyers and sellers in 20 industry sectors.

- Over 80% of Penton's magazines rank #1 or #2 in advertising market share within its respective segments in 2006.
- Combined circulation for Penton's print magazines totaled almost 3.4 million in 2006.
- More than 3.3 million unique visitors each month utilize Penton Web sites and services.
- Each day, Penton's rich data products provide answers for more than 250,000 professionals, managers, businesspeople and government employees.
- In 2005, Penton's targeted trade shows attracted 3,200 exhibitors and more than 60,000 attendees.

• Penton provides the most comprehensive resources available for vehicle valuation and specification, how-to maintenance and repair, electronics components, and aviation information, in a variety of formats, including books, desktop software, directories and Web and custom database solutions.

Together, Penton's readers represent millions of dollars in purchasing power, and they rely on Penton's award-winning print and electronic editorial products to provide timely, unbiased and in-depth news and information on their markets and industries.

At the same time, Penton provides a wide variety of channels allowing marketers to build awareness, target their messages, reach new audiences efficiently and generate leads and sales.

For additional information on the company and its businesses, visit [www.trailer-bodybuilders.com](http://www.trailer-bodybuilders.com).