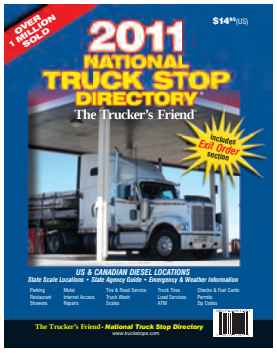
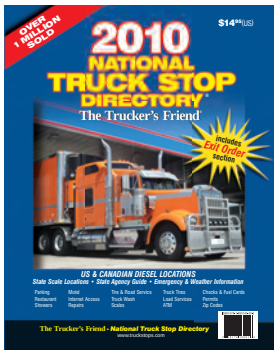
The Trucker's Friend®

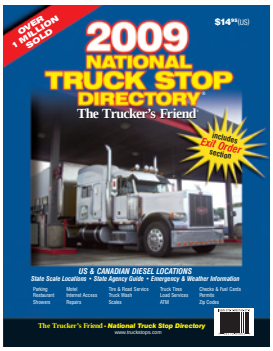
2012

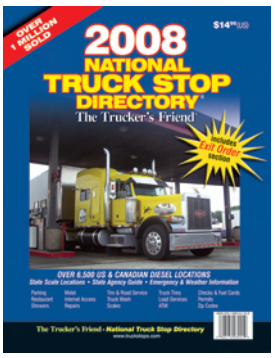
bought and trusted by owner operators and professional drivers

advertiser benefits









BENEFITS TO YOUR CUSTOMERS

BEST KNOWN	Owner-operators, professional drivers, and dispatchers have known and trusted The Trucker's Friend for 25 years
MOST TRUSTED	That's why drivers call it "the blue book" or "the bible"
UP-TO-DATE	We call each truck stop at least once per year to verify all the data
ACCURATE DETAILED INFORMATION	As well as listing pull-thru fuel facilities, we let drivers know: - if fuel is available 24 hours / 7 days per week - how large the overnight truck parking area is - what truck repairs are available - if showers, food, or weigh scales are available
NATIONWIDE DISTRIBUTION	Available for sale at nearly 1,000 truck stops and terminals The Trucker's Friend and Fuel Finder are the only non-atlas trucking publications for sale at most major truck stops and truck stop chains

BENEFITS TO YOU AS AN ADVERTISER

MORE VISIBILITY	Truckers buy the directory - along with your ad - as a business tool You get a direct logo link on www.truckstops.com
MORE IMPACT	Your ad is right there when truckers and dispatchers use the directory to make purchasing decisions
LESS COST	You pay once for a year's exposure versus magazines where you pay every month
GUARANTEED EXPOSURE	Your ad will be read by nearly 100,000 satisfied decision-makers

TR Publications, Inc. - Powering the Rand McNally Intelliroute® TND™ gps &

Official Truck Stop Data Provider to NATSO - Representing America's Truck Stops and Travel Plazas

800-338-6317 www.truckstops.com