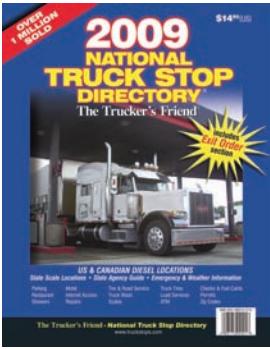


MORE THAN 1 MILLION COPIES SOLD

Shouldn't you advertise in a publication that drivers are willing to pay for?



There are about 300,000 owner-operators in the US. These drivers are on the road an average of 14 days at a time. They need information to run their businesses profitably. Nearly 25% of them buy The Trucker's Friend.



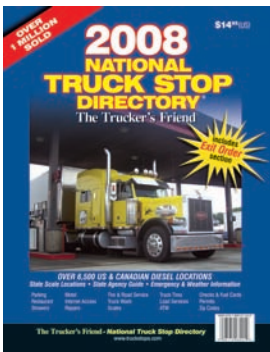
Since they've paid \$14.95 for the directory, they'll keep it - and your ad - in the cab!



Published annually since 1986, The Trucker's Friend lists more than 6,200 US & Canadian truck stops and diesel locations.



Every year, nearly 100,000 owner-operators, company drivers, and dispatchers buy and use The Trucker's Friend to find goods and services truck drivers need when they're on the road.



The Trucker's Friend has the largest paid circulation of any non-atlas truck stop publication in North America.



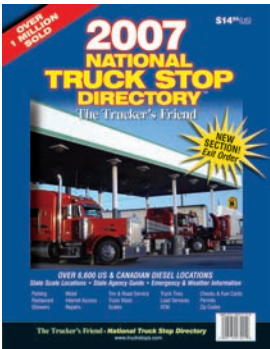
Truckers use The Trucker's Friend when they are looking for goods and services on the road. Right at the moment of decision - isn't that when you want to tell them your story?



We don't publish jokes, recipes, human-interest stories or advice. We publish the information truckers need on the road: trucker services at US & Canadian truck stops, travel plazas, and other diesel fuel locations.



The Trucker's Friend and Fuel Finder are the only non-atlas trucking publications sold in all the major truck stop chains.



Our directories are sold at:



TravelCenters of America, Petro Stopping Centers, Flying J Travel Plazas, Pilot Travel Centers, Love's Travel Stops, Bosselmanns, Sapp Bros., and hundreds of independent truck stops.



We have national distribution on the Rand McNally map racks.



Some industry magazines reach some of the same drivers, but you have to pay monthly to get your message out. The Trucker's Friend keeps your message in the cab for less than \$1,000 per month.

The same audience, comparable circulation, but less than one-twelfth the cost.

We're in the cab and on the desk for a year - not an afternoon.

TR Publications, Inc. - Official Truck Stop Data Provider
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