Place your business and brand in front of the intermodal audience that matters!

Intermodal Insights provides expert, unbiased and relevant information to the most sought-after intermodal customers and industry decision-makers. Published bi-monthly with a special Intermodal EXPO edition, discounted frequency advertising rates, premium placements and first-time advertising specials are available.

RESERVE YOUR SPACE ONLINE AT iana.formstack.com/forms/2020insightsadvertising
<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial Highlights (as of 11/15/2019)</th>
<th>Print</th>
<th>Digital</th>
<th>Ad Due</th>
</tr>
</thead>
</table>
| Jan./Feb.  | • The Effect on Intermodal from Mergers and Acquisitions  
             • What Are Emerging Markets for Intermodal?  
             • Electrification or Battery — What Are the Advantages and Challenges for Diesel Alternatives?  
             • Supplier Perspective — Asset Tracking Innovations  
             • What Are the Latest Advancements in Intermodal Terminal Operations?  
             • Developments and Advancements in Intermodal Freight Security | 1,400 members | 6,000 member contacts | 1/10   |
| March/April| • Intermodal Network Rationalization — What Is the Impact?  
             • The Impact of ABS and Regulations on Independent Contractors  
             • Impact of Tariffs on Intermodal  
             • Information Sharing — Motor Carrier Perspective  
             • What Is Next for the Intermodal Terminal Appointment Systems?  
             • Developments and Advancements in Port Security | 1,400 members | 6,000 member contacts | 7,000 UIIA motor carriers | 3/11   |
| May/June   | • Infrastructure Projects in 2020 — How Much Progress Has Been Made for Intermodal?  
             • What Are the Shifts in Transloading Trends for International Cargo?  
             • How to Plan and Prepare for Accelerating Technology Deployment  
             • What Is the Effect of Climate Change on Intermodal Infrastructure?  
             • New Projects — Inland Ports, On-Dock Rail, Logistics Park Opportunities  
             • Risk Management and Mitigation — How to Navigate It | 1,400 members | 6,000 member contacts | 5/13   |
| July/Aug.  | • How Are PTC and PSR Are Affecting Intermodal Now and in the Future?  
             • Arctic Sea/Northwest Passage — Charting New Trade Routes  
             • Advances in Intermodal Terminal Gate Technologies  
             • Steel Wheel vs. Rubber Tire Interchange — Pros and Cons  
             • IMO Impact — What Has Been the Market Effect?  
             • EXPO Moderators Describe Their Sessions | 1,400 members | 6,000 member contacts | 7,000 UIIA motor carriers | 7/8    |
| EXPO       | • Mexico and Canada and Intermodal — What Can We Learn from Them?  
             • How Changes in the Supply Chain Sourcing Affect Intermodal  
             • How Are Vessel Routing and Vessel Size Changing Intermodal?  
             • How Advancements in Railroad Track Technology Enhance Intermodal  
             • State Freight Transportation Plans — How Will They Affect Intermodal?  
             • EXPO Speaker Mini-Profiles | 1,800+ EXPO attendees | 6,000 member contacts | 8/13   |
| Sept/Oct.  | • Digital Load Matching — Opportunities & Challenges  
             • How Successfully Have Federal Funds for Freight/Intermodal Projects Been Used?  
             • EXPO Articles — Sessions, Exhibits, Committees | 1,400 members | 6,000 member contacts | 1,800+ EXPO attendees | 9/25   |
| Nov./Dec.  | • How Much Do Spot Rates Affect Intermodal?  
             • What Are the Impacts of Blank Sailings on Intermodal?  
             • Looking Back at 2020 and Ahead to 2021 — What Is the Election Impact on Intermodal?  
             • Will the Shift from Trailers to Containers on the Rails Continue?  
             • ELD Mandate — One Year Later — How Has It Changed Intermodal?  
             • How Would Dynamic Pricing Impact Intermodal? | 1,400 members | 6,000 member contacts | 11/8   |
### Advertising Policies

The Intermodal Association of North America will accept “positive” advertising by companies demonstrating the benefits of the product or service advertised. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisement printed, and also assume responsibility for any claims made against IANA arising from content of the ad. IANA reserves the right to exercise its sole discretion in rejecting any advertisement that does not conform to the publication standard.

Any attempt to simulate the Intermodal Insights format is not permitted, and IANA reserves the right to place the word “advertisement” with copy which, in IANA's opinion, resembles editorial matter. IANA has sole discretion over when and where the advertisement appears in Intermodal Insights.

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### Mechanical requirements

- **Publication size:** 8.5" x 11".
- **Ad should be supplied as a digital file (high-resolution PDF is preferred format).** Other digital files are accepted for ads created in page-layout software only.
- **Ads created in Microsoft Word or Microsoft Publisher format must be converted to high-resolution PDF format.**
- **Files up to ten megabytes in size may be emailed to tmullen@intermodal.org. Larger files may be provided by Dropbox or similar service.**
- **All text must be converted to outlines.**

### Insertion orders

Complete the insertion order on page four and return as instructed on the form. Insertion orders from advertising agencies are also accepted.

Order forms and correspondence should be emailed to dgarofalo@intermodal.org.

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### Ad sizes

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Dimensions</th>
<th>Suggested Live Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (bleed)</td>
<td>8.75&quot; x 11.25&quot;</td>
<td>7.25&quot; x 10&quot;</td>
</tr>
<tr>
<td>Center Spread (bleed)</td>
<td>17.5&quot; x 11.25&quot;</td>
<td>14.5&quot; x 10&quot;</td>
</tr>
<tr>
<td>Full page (non-bleed)</td>
<td>7.25&quot; x 10&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7.25&quot; x 4.75&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4.75&quot; x 7.25&quot;</td>
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</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.25&quot; x 9.75&quot;</td>
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</tr>
<tr>
<td>1/3 page square</td>
<td>4.75&quot; x 4.75&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>7.25&quot; x 3.2&quot;</td>
<td></td>
</tr>
</tbody>
</table>
2020 Intermodal Insights Advertising Insertion Order

Reserve your space online by clicking here or email form to dgarofalo@intermodal.org. Questions? Call David at 301-982-3400, ext. 357.

**Premium positions**
- Inside Front Cover (full page only)
- Inside Back Cover (full page only)
- Center Spread

**Ad size/type Orientations**
- full page
- 1/2 page
- 1/3 page
- island/vertical
- horizontal
- square

**IANA Member rates**

<table>
<thead>
<tr>
<th># of issues</th>
<th>1-2</th>
<th>3-5</th>
<th>6-7</th>
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<tbody>
<tr>
<td>Fee per ad</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Center Spread</td>
<td>$5,200</td>
<td>$5,100</td>
<td>$5,000</td>
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<tr>
<td>Inside Back Cover</td>
<td>$3,410</td>
<td>$3,300</td>
<td>$3,180</td>
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<tr>
<td>Inside Front Cover</td>
<td>$3,200</td>
<td>$3,060</td>
<td>$2,950</td>
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<tr>
<td>Full page</td>
<td>$2,500</td>
<td>$2,400</td>
<td>$2,320</td>
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<tr>
<td>1/2 page</td>
<td>$1,425</td>
<td>$1,360</td>
<td>$1,300</td>
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<tr>
<td>1/3 page</td>
<td>$1,240</td>
<td>$1,210</td>
<td>$1,180</td>
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**Non-Member rates**

<table>
<thead>
<tr>
<th># of issues</th>
<th>1-2</th>
<th>3-5</th>
<th>6-7</th>
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<tbody>
<tr>
<td>Fee per ad</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Center Spread and Cover positions are available only to IANA Members.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>$3,330</td>
<td>$3,130</td>
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<tr>
<td>1/2 page</td>
<td>$2,090</td>
<td>$1,980</td>
<td>$1,750</td>
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**Issues for insertion**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Due Date</th>
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<tbody>
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<td>January/February</td>
<td>January 10</td>
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<tr>
<td>March/April</td>
<td>March 11</td>
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<tr>
<td>May/June</td>
<td>May 13</td>
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<tr>
<td>July/August</td>
<td>July 8</td>
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<tr>
<td>Intermodal EXPO</td>
<td>August 13</td>
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<tr>
<td>September/October</td>
<td>September 25</td>
</tr>
<tr>
<td>November/December</td>
<td>November 8</td>
</tr>
</tbody>
</table>

**Special offer for first-time advertisers**

Get a full year’s advertising when you buy 6 ads and receive a bonus 7th ad FREE. One-time offer for new advertisers only.

Number of insertions
Per ad insertion rate
Amount due:

**Payment**

IANA members have the option to be invoiced or to provide a credit card number for payment. Ads are billed, or credit card debited, in the month(s) when ad appears. Non-member advertising must be pre-paid. Please provide credit card information or make check payable to IANA and mail to: 11785 Beltsville Drive, Suite 1100, Calverton, MD 20705-4049

- Check enclosed
- American Express
- MasterCard
- Visa
- Bill me (IANA members only)
- Bill ad agency

Card Number
Expiration Date
Cardholder’s Name
Signature

**Advertising contact**

Company Name
Contact Name
Title
Street Address
City/State/Zip
Phone
Email
Ad Agency (if applicable)
Agency Contact
Title
Street Address
City/State/Zip
Phone
Email