

2011-2012 MEDIA KIT

get your advertising on the road to

# SUCCESS

where the best in transportation get their information



**Entrepreneurs are driven by many things –**

independence, innovation, inspiration, the desire to be their own boss. Nowhere is the entrepreneurial spirit more alive than at Landstar, where the best in transportation get their information from the magazine

*The Road to Success.*

**FOR SHIPPERS, SOMETimes UNUSUAL NEEDS REQUIRE UNUSUAL SOLUTIONS. FORTUNE FOR THEM: LANDSTAR AGENTS USE STEEL GRIP AND TODD GREGG AND BIRMINGHAM CAPACITY OWNERS NANCY AND THOMAS THOMAS DRIVE JUST.**

**RAIL TO THE RESCUE**

Delivering complex oversized loads is a specialty of the Landstar agents Steve Taylor and Todd Gregg. They recently delivered a 120-foot-long, 120-ton load of steel reinforcement beams for a bridge project in the Midwest. The load was transported on a multi-axle trailer pulled by a semi-truck, and the entire operation was coordinated through a series of permits and road closures. The project was completed successfully, and the client was very satisfied with the service provided by Landstar.

**SUPPLY CHAIN EVOLUTION**

The supply chain is constantly evolving, and Landstar is at the forefront of this evolution. Our agents work with clients to find the most efficient and cost-effective way to move their goods. Whether it's through rail, truck, or air, we have the expertise to handle any situation. Our commitment is to provide the highest quality service to our clients, ensuring that their supply chain is always running smoothly.

Success has reach: 100,000 copies are printed and mailed to subscribers and distributed to more than 600 truck stops nationwide.

Success is there celebrating with the winner of the Landstar/Peterbilt Deliver to Win Truck Giveaway.

**PERFECT ALIGNMENT**

**GREG GREGG WINS THE 2011 LANDSTAR/PETERBILT TRUCK GIVEAWAY**

Greg Gregg, a Landstar agent, won the 2011 Landstar/Peterbilt Truck Giveaway. He was driving a Peterbilt truck when he was involved in an accident, but he was able to get the truck back on the road and continue his work. This is a testament to the reliability and durability of Peterbilt trucks. Landstar is proud to be a part of the Peterbilt team and to provide the best service to our clients.

**"INSTEAD OF PAYING ATTENTION TO MY BOX, I LOOKED TO MY LEFT AND MY RIGHT TO SEE IF SOMEONE ELSE HAD THE TIE."**

Greg Gregg's win is a testament to the hard work and dedication of Landstar agents. We are proud to have Greg as one of our agents and to have won the 2011 Landstar/Peterbilt Truck Giveaway. We will continue to provide the best service to our clients and to work with Peterbilt to bring you the best trucks on the road.

# Nothing succeeds with readers like Success.

For advertisers, Success delivers access to a unique group with a common passion: to run their own business. Success embraces and celebrates the entrepreneurial spirit of Landstar's small business owners. And because

Landstar is recognized as an industry leader, Success also attracts and influences a wider audience – including drivers, shippers, and other transportation and logistics professionals.

## Company Profile

Success Magazine is owned by Landstar System, Inc., a safety-first non-asset based provider of transportation capacity and logistics services. Solid long-term business relationships are the core of Landstar's success story. The company relies on a network of more than 1,000

independent sales agent locations, 8,400 business capacity owners and 27,000 other third-party capacity owners, who in turn profit from the financial stability and innovative technologies provided by the company to fulfill the shipping needs of customers.

**FREE MARKETING IDEAS FOR 2011** (OR NEARLY FREE)

Marketing is evolving on a workbench. Here are some ideas to help you stay on top of the game.

**FREE MARKETING IDEAS FOR 2011**

1. Use social media to your advantage.
2. Offer a free trial or demo.
3. Host a webinar or seminar.
4. Offer a discount or special price.
5. Use direct mail to reach your target audience.
6. Offer a referral program.
7. Use video marketing to showcase your products and services.
8. Offer a free consultation or audit.
9. Use targeted advertising to reach your ideal customer.
10. Offer a loyalty program to reward repeat customers.
11. Use email marketing to stay in touch with your subscribers.
12. Offer a free ebook or white paper.
13. Use guest blogging to reach a wider audience.
14. Offer a free trial or demo.
15. Use social media to your advantage.

These are just a few of the many marketing ideas we have for you. Contact us today to learn more and to request your free copy of the 2011 Marketing Ideas for 2011.

Success has a loyal and dedicated readership of independent sales agents, business capacity owners, other third-party capacity owners and customers.

Success celebrates Landstar's heroes of the highways, profiling our Roadstars and Million Mile Safe Drivers.

**RECIPE FOR A ROADSTAR**

THE BEST BLEND OF LANDSTAR ROADSTARS HAVE THE RIGHT INGREDIENTS

Landstar is proud to have a team of dedicated professionals who are committed to providing the best service to our clients. Our Roadstars and Million Mile Safe Drivers are the backbone of our company and are responsible for the success of our business. We are proud to have a team of professionals who are dedicated to their work and to their clients. We will continue to provide the best service to our clients and to work with Landstar to bring you the best trucks on the road.

**PROFESSIONALISM AND COMMITMENT.**

Our Roadstars and Million Mile Safe Drivers are professionals who are committed to their work and to their clients. They are dedicated to providing the best service to our clients and to working hard to ensure that our clients are satisfied with the service they receive. We are proud to have a team of professionals who are committed to their work and to their clients. We will continue to provide the best service to our clients and to work with Landstar to bring you the best trucks on the road.

**STEEL GRIP**

THE BEST BLEND OF LANDSTAR ROADSTARS HAVE THE RIGHT INGREDIENTS

Steel Grip is a revolutionary new tool that is designed to make your work easier and safer. It is made of high-quality steel and is designed to grip onto any surface, making it the perfect tool for a wide range of applications. Whether you're working on a construction site or in a factory, Steel Grip is the tool you need to get the job done. Contact us today to learn more and to request your free copy of the Steel Grip manual.

**M.V.S.T. CUSTOMER OF THE YEAR**

We are proud to have been named the M.V.S.T. Customer of the Year for 2011. This is a testament to the hard work and dedication of our customers and to the quality of the service we provide. We will continue to provide the best service to our customers and to work with M.V.S.T. to bring you the best products on the market.

Success recognizes awarding winning customers.

Success delivers advice on protecting your health.

**TAKE A STAND FOR YOUR HEALTH**

Are you sitting down? Here are some tips to help you stay healthy and active.

**TAKE A STAND FOR YOUR HEALTH**

1. Move more often.
2. Take breaks from sitting.
3. Use an ergonomic chair.
4. Stretch regularly.
5. Get up and move every 30 minutes.
6. Use a standing desk.
7. Take a walk every day.
8. Use a pedometer to track your steps.
9. Get a fitness tracker.
10. Use a posture corrector.
11. Take a yoga class.
12. Use a massage gun.
13. Get a massage.
14. Use a foam roller.
15. Take a hot bath.

These are just a few of the many ways to take a stand for your health. Contact us today to learn more and to request your free copy of the Take a Stand for Your Health manual.

**7.875 x 10.5**

Full Page  
Inside Front Cover  
Inside Back Cover  
Back Cover

**6.875 x 4.75**

Half Page

**4.5 x 4.75**

Island (small)

**4.5 x 9.5**  
Island (large)

## The Road to Success Quick Facts

**Publication:** December 2011, June 2012, December 2012

**Printing:** 100,000 copies, offset web press, saddle stitched.

**Circulation:** 35,000 copies direct-mailed; 65,000 distributed free to 600 truck stops nationwide, trade shows, symposiums and conventions. A rack pick-up rate of 95 percent\* makes *The Road to Success* one of the most popular publications in the industry.

**Audience:** Landstar-affiliated independent sales agents, business capacity owners, other third-party capacity owners, customers, shareholders, potential shareholders and other professionals throughout the transportation industry.

\*according to distributor Randall Publishing

## Advertising Specifications

**Application file specifications:** Files should be submitted in electronic format, high-resolution PDF preferred. Artwork may be created using the Macintosh platform with any of the following: Adobe InDesign CS3, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat for high-res PDFs (X:1A preferred). Application files must be submitted with all graphic elements and fonts. If supplying an EPS or Illustrator file, please make sure the fonts are converted to outline. Please submit all artwork in high-resolution, 300 dpi. We cannot accept files of the following formats: Powerpoint, MS Publisher, Excel, Word, CorelDraw, Freehand, Painter, or any format not listed above.

**Document size:** Document sizes in the page layout file should be created to the trim size of the publication. Bleed image areas should extend at least 1/4" beyond the trim of the page.

**Images:** All files should be supplied in high resolution, CMYK format. Files should be at least 300 dpi. Do not use any form of compression (e.g., JPEG, LZW) on your images.

**Media:** Files may be supplied on CD ROM or DVD. Disks and file artwork will not be returned. All material submitted is destroyed without notice 12 months after last use.

### Submit Artwork to:

Natalie Wolf-Saggese  
Corporate Communications  
Landstar System, Inc.  
13410 Sutton Park Drive South  
Jacksonville, FL 32224  
email: [nwolf-saggese@landstar.com](mailto:nwolf-saggese@landstar.com)  
phone: (904) 390-1261  
fax: (904) 390-1325

## Ad Rates

	1x	2x
Full Page	\$2,500	\$4,500
2-Page Spread	\$4,000	\$7,000
Half Page	\$2,020	\$3,900
Island (small)	\$1,500	\$2,250
Island (large)	\$2,000	\$3,200
Inside Front Cover	\$4,000	\$7,000
Inside Back Cover	\$4,500	\$8,000
Back Cover	\$4,600	\$8,250

## Ad Sizes

	inches
Full Page	7.875 x 10.5
2-Page Spread	15.75 x 10.5
Half Page	6.875 x 4.75
Island (small)	4.5 x 4.75
Island (large)	4.5 x 9.5
Inside Front Cover	7.875 x 10.5
Inside Back Cover	7.875 x 10.5
Back Cover	7.875 x 10.5

Extend 1/4" beyond trim for bleeds

Landstar System, Inc.  
13410 Sutton Park Drive South  
Jacksonville, Florida 32224

Corporate Communications  
phone: 904-390-1305  
fax: 904-390-1325  
dtempleton@landstar.com

# The Road to Success Insertion Order

Advertiser: \_\_\_\_\_

Agency: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ P. O. Number: \_\_\_\_\_

Comments:/Conditions:  
\_\_\_\_\_  
\_\_\_\_\_

Please Sign and fax to: 904-390-1325

I agree to all the terms of the rate sheet and this contract as they apply to this advertisement placement.

Authorizing Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Please check your  
dates, size and frequency:

- December 2011
- June 2012
- December 2012

## Ad Rate

	1x	2x
<input type="checkbox"/> Full Page	\$2,500	\$4,500
<input type="checkbox"/> 2-Page Spread	\$4,000	\$7,000
<input type="checkbox"/> Half Page	\$2,020	\$3,900
<input type="checkbox"/> Island (small)	\$1,500	\$2,250
<input type="checkbox"/> Island (large)	\$2,000	\$3,200
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<input type="checkbox"/> Back Cover	7.875 x 10.5

Extend 1/4" beyond trim for bleeds