

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 GREGGIO AND BROWN CANOPY OWNERS NANCY AND THOMAS DELIVER JUST THAT.

RAIL TO THE RESCUE

Delivering complex supplies to a remote location in the heart of the Amazon rainforest, the Landstar agents Steve Taylor and Todd Greggio (see sidebar) used a unique solution to get the job done. The massive load of steel beams was transported by rail to a remote location in the heart of the Amazon rainforest, where it was then loaded onto a truck for delivery to the site.

SUPPLY CHAIN EVOLUTION

Steve Taylor and Todd Greggio were called upon to deliver a massive load of steel beams to a remote location in the heart of the Amazon rainforest. The load was so large that it required a unique solution to get it to the site. The agents used a combination of rail and truck to transport the load, ensuring it was delivered safely and on time.

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 DELDER WINS THE 2011 LANDSTAR/PETERBILT TRUCK GIVEAWAY

Greg Delder, a Peterbilt driver, won the 2011 Landstar/Peterbilt Truck Giveaway. He was recognized for his exceptional performance and dedication to his work. The award is a testament to the hard work and commitment of all Landstar drivers.

"INSTEAD OF PAYING ATTENTION TO MY BOX, I LEARNED TO BE LET AND MY RIGHT TO SEE IF SOMEONE ELSE HAD THE TALK."

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 essential to your success. Here are some ideas to help you get started in 2011.

1. Use social media to reach your target audience.
2. Offer a special promotion to your existing customers.
3. Host a networking event to meet new clients.
4. Write a blog to share your expertise and attract new leads.
5. Use direct mail to reach decision makers.
6. Offer a referral program to your satisfied customers.
7. Attend industry conferences to stay current.
8. Use video to showcase your services.
9. Offer a free consultation to your prospects.
10. Use targeted advertising to reach your ideal client.
11. Build a strong relationship with your key accounts.
12. Offer a loyalty program to your repeat customers.
13. Use testimonials to build trust with your prospects.
14. Offer a free trial to your prospects.
15. Use a combination of all these strategies for the best results.

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 1000 IDEAS OF SUCCESSFUL ROADSTARS HAVE THE RIGHT INGREDIENTS

Being a Roadstar is a rewarding experience. Here are some tips to help you succeed in your career:

- Stay organized and keep your records up to date.
- Communicate effectively with your clients and colleagues.
- Be proactive in identifying and solving problems.
- Invest in your professional development.
- Build a strong network of contacts in your industry.
- Stay up to date on industry trends and regulations.
- Offer excellent customer service at all times.
- Be flexible and adaptable to changing circumstances.
- Take pride in your work and strive for excellence.
- Stay motivated and focused on your goals.
- Seek feedback from your clients and colleagues.
- Be a team player and support your colleagues.
- Stay healthy and take care of yourself.
- Be honest and ethical in all your dealings.
- Stay committed to your company and its values.
- Be a role model for your colleagues and customers.
- Stay positive and optimistic about the future.
- Be a lifelong learner and stay curious.
- Be a good listener and pay attention to your clients.
- Be a good communicator and express your ideas clearly.
- Be a good negotiator and find win-win solutions.
- Be a good problem solver and think creatively.
- Be a good time manager and meet your deadlines.
- Be a good team player and work well with others.
- Be a good leader and inspire your team.
- Be a good mentor and help others succeed.
- Be a good role model and set a positive example.
- Be a good citizen and contribute to your community.
- Be a good steward of the environment.
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- Be a good steward of the environment.

STEEL GRIP

THE MOST DURABLE AND SAFE SOLUTION FOR YOUR TRUCK TIRE PROBLEMS.

Steel Grip is a revolutionary product that provides superior traction and safety for your truck tires. It is made from a unique blend of materials that create a strong, durable bond with the tire tread. This helps to prevent skidding and sliding, especially in wet or icy conditions. Steel Grip is easy to apply and lasts for a long time, making it a cost-effective solution for your trucking business.

Success recognizes awarding winning customers.

Success delivers advice on protecting your health.

TAKE A STAND FOR YOUR HEALTH

Protect your health with the power of a strong, healthy diet and regular exercise.

Regular exercise is essential for maintaining good health. It helps to reduce the risk of chronic diseases, improve your mood, and increase your energy levels. Aim for at least 30 minutes of moderate exercise most days of the week. You can choose from a variety of activities, such as walking, jogging, swimming, or cycling. Remember, consistency is key. Start with small steps and gradually increase your activity level over time. A healthy lifestyle is the foundation for a long and vibrant life.

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
phone: (904) 390-1261
fax: (904) 390-1325

Ad Rates

	1x	2x
Full Page	\$2,000	\$3,000
2-Page Spread	\$3,500	\$6,300
Half Page	\$1,520	\$2,500
Island (small)	\$1,000	\$1,750
Island (large)	\$1,500	\$2,500
Inside Front Cover	\$3,500	\$6,300
Inside Back Cover	\$4,000	\$7,200
Back Cover	\$4,000	\$7,200

Ad Sizes

	inches
Full Page	7.875 x 10.5
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Island (large)	4.5 x 9.5
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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- LCAPP Vendor

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	\$2,000	\$3,000
<input type="checkbox"/> 2-Page Spread	\$3,500	\$6,300
<input type="checkbox"/> Half Page	\$1,520	\$2,500
<input type="checkbox"/> Island (small)	\$1,000	\$1,750
<input type="checkbox"/> Island (large)	\$1,500	\$2,500
<input type="checkbox"/> Inside Front Cover	\$3,500	\$6,300
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