

**REACH YOUR TARGETED
AUDIENCES AND TIE YOUR
BRAND TO THE IMPORTANCE
OF GENDER DIVERSITY**

2024



Redefining the Road
The official magazine of the Women In Trucking Association

**Advertising
Sponsored Content
Integrated Marketing
Accelerate! Conference & Expo**



Redefining^{the}Road

The official magazine of the Women In Trucking Association



WIT eNews



2024 Media Kit:
Sponsored Content, Advertising
& Integrated Marketing

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to place advertising:**

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Vice President, Business Development
Women In Trucking Association
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> Visit *Redefining the Road*



Dear WIT members and colleagues,

The mission of the Women In Trucking Association is to encourage the employment of women in the trucking industry, to promote their accomplishments and to minimize the obstacles they face. Tie your organization to this mission through sponsored content, advertising and thought leadership strategy in our official channels – including *Redefining the Road* magazine, *WIT eNews* (e-newsletter), social media, website, and the WIT Blog.

These channels bring together a community of professionals seeking to educate the market and encourage gender diversity. Combined, these channels reach more than 100,000 readers, followers, and WIT members. These professionals are in diverse roles that range from Leadership, Operations, and Safety to HR/Talent Management, and Sales and Marketing – as well as professional drivers!

An award-winning magazine, *Redefining The Road* is distributed three times a year to our entire membership, at industry events, and is available in a digital format to reach thousands more. *WIT eNews* is distributed weekly for more timely industry news and need-to-know information to WIT members and other industry professionals. And of course, tens of thousands of readers and followers consume the market intelligence and information on the WIT website, blog, and social media channels.

While each channel is unique in its format and following, they all share the same business approach. Through relevant content, they attract and retain loyal, captive decision-makers with whom you want to build your brand, your reputation, and your business. There's no other way to more effectively tie your brand directly to the important issue of gender diversity in North American transportation!

Thanks for your support,

Jennifer Hedrick, CAE
President & CEO
Women In Trucking

WHAT ARE YOUR GOALS?

Whether you want to showcase your expertise, create buzz about your brand or recruit new talent, we can help. The list below is a good starting point for exploring your options. Then contact us to start a conversation. Together, let's connect you with the decision-makers, influencers and professionals you need to reach!

Hyper-Targeted Exposure Opportunities

Lead Generation

- White Papers/ Original Research
- Sponsored Emails
- In-Person & Virtual Events
- Digital and Print Advertising

Thought Leadership

- Sponsored Content
- Redefining the Road* magazine
- WIT eNews
- Whitepapers/Original Research
- Women In Trucking Blog

Brand Awareness

- WIT eNews
- Redefining the Road* magazine
- Banner Ads (website)
- Social Media



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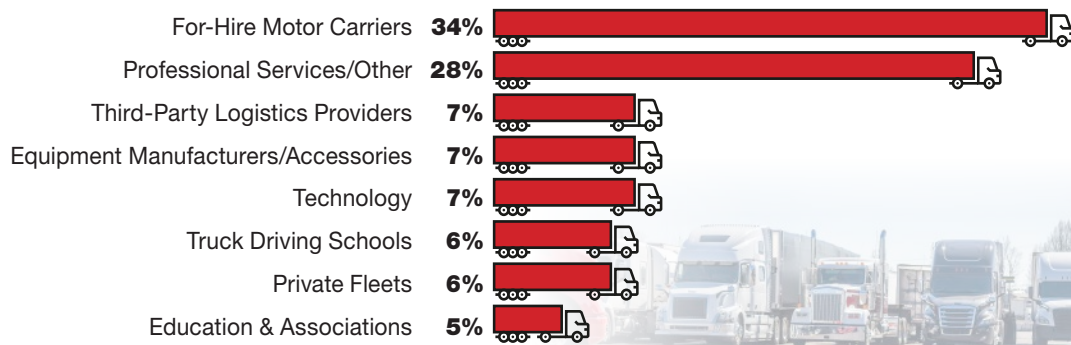
Important Links:

[Specifications and Samples](#)

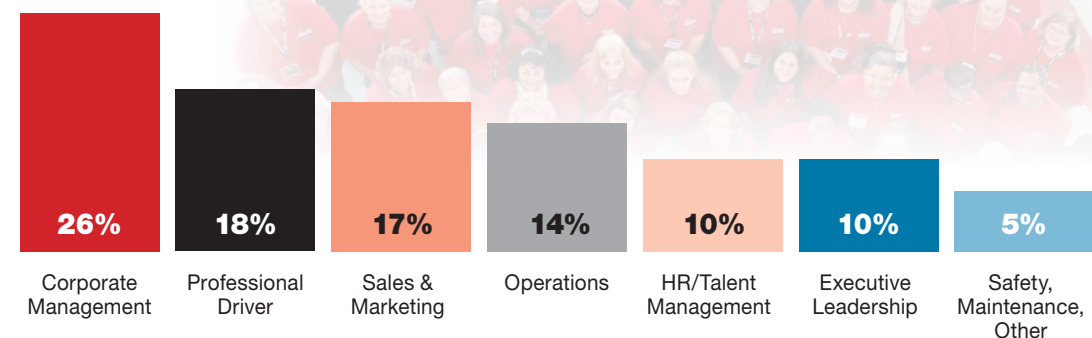
[Accelerate! Conference & Expo Sponsorship & Exhibiting](#)

WIT MARKET DEMOGRAPHICS (CORPORATE MEMBERS)

Market Segment

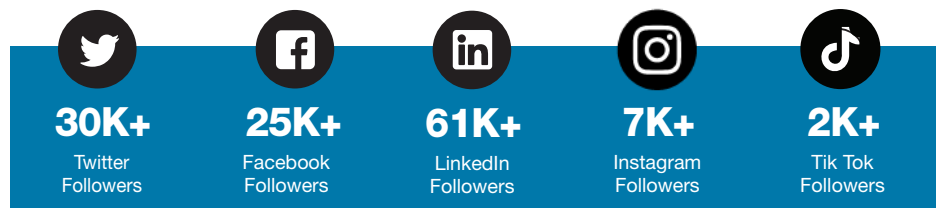


Job Titles*



Reach by Channel

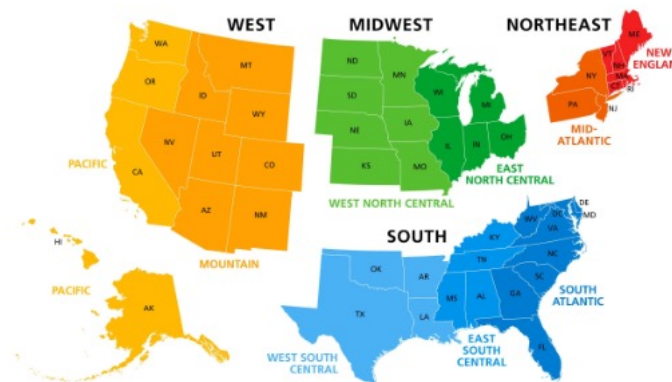
Nearly **120,000** Followers | **2.8 million** Impressions | **97,000** Interactions



Gender



Geographic Regions



Canada	4%	South	48%
West	13%	Northeast	10%
Midwest	24.5%	International	0.5%

Members also from these countries: Australia, Brazil, China, France, Macedonia, Mexico, Netherlands, New Zealand, Nigeria, Poland, South Africa, Sweden, Switzerland, United Kingdom.

Redefining the Road
The official magazine of the Women In Trucking Association

WOMEN IN TRUCKING

WIT eNews

20,000 print, digital and pass-along readership

WIT eNews Readership:
8,000+
members and prospects

WEBSITE AND BLOG VISITORS: 385,000

WOMEN IN TRUCKING - CORPORATE MEMBERS (PARTIAL LIST)

160 Driving Academy	Ashley Distribution Services	Bravo Logistics Llc	CR England	Drivewyze Inc.
3 Sisters Logistics	Ashley Distribution Services	Breeze Through Logistics LLC	Crafticup, Inc.	DrivHer CDL aAcademy llc
4Refuel	Ashley Distribution Services	Brenny Transportation, Inc./Brenny Specialized, Inc.	Crane Freight & Cartage	Drop & Hook Content
A J Weigand Inc	Ashley Distribution Services	Brown Dog Carriers LLC	Crestwood Transportation LLC	Drue Chrisman, Inc.
A&J Truck Driving School	Aspen Business Solutions LLC	Brown Integrated Logistics	Crete Carrier Corporation	DTX
A. Blair Enterprises Inc.	ASR Solutions LLC	Bruckner Truck Sales	Crossroads Courier	Dupre Logistics
A. Duie Pyle, Inc.	Associated Logistics Group	Budd Van Lines	Crossroads Equipment Lease and Finance	EAGLE LINE LOGISTICS
AAA School of Trucking	Assurance Resources Inc	Buddy Moore Trucking, Inc.	Crowley, Inc.	Eagle Systems Inc
ABF Freight	Asurint	Bulk or Liquid Transport, LLC (BOLT)	CRST International, Inc.	EASE Logistics
Abilene Motor Express LLC	AT&T	Bulkley Trucking	CSA Advisors LLC	Eastern Iowa Community Colleges
Accelerated	ATA's Technology & Maintenance Council	C. BLACKBURN INC.	Cuellar and Associates L.L.C	EaStern Wyoming College
Accion Opportunity Fund Community Development	Atlantic Logistics	Calhoun Truck Lines	Cumberland International Trucks	Eaton Cummins Automated Transmission Technologies
ACE Transportation Inc	Atlee Hall Attorneys at Law	Campbell Supply Company	Cummins Inc.	EBE Technologies
Acme Truck Line	ATRI	Canadian American Business Council	Cummins-Meritor	eCapital Freight Factoring
ACUITY	Aurora Parts	Canal Insurance Company	CVTA-Commercial Vehicle Training Association	Echo Global Logistics
ADM	Autosled	Candor Expedite, Inc.	Cyber Armada	Eckert & Associates, PA
ADP	Autumn Transport	Cano and Sons Trucking, LLC	D&D Transportation Services Inc	ELITE HR LOGISTICS
AFS Logistics	Avant-Garde Auto Logistics	Capital Logistics LLC.	D.M. Bowman, Inc.	ELITE Transit Solutions LLC
AGT Global Logistics	Averitt Express	Carbon Express	D.W. Story & Associates, Inc.	Elleven Logistics, LLC
aifleet	Axalta	Cardinal Logistics Management Corporation	Dart Transit Company	Emerge
Air Products	B&B Trucking	Careers World Wide	Daseke	Empire Workforce Solutions
Air-Weigh	B.T.M. Trucking Academy, LLC	Cargo Transporters, Inc.	Davis Express, Inc.	Enrollment First, Inc.
Airgas	Backhaul Direct	Cargomatic	Day & Ross	Envase
AirlQ Inc.	Badger Express LLC	CargoNet	DB Schenker	Envirotech Services
Airtab, LLC	Badger Infrastructure Solutions	CarMax	DC Velocity	EPES Transport System, LLC.
Alabama Motor Express, Inc.	Badger State Western, Inc.	Carolina Freightways, Inc.	DDC FPO	Erb Transport Limited
Alabama Trucking Association	Ballard Inc	Carrier Compliance Consulting LLC.	De Novo Trucking LLC	Espyr - Fit To Pass
Alcatraz LLC	Baton Transport Switzerland AG	CarrierSource	Decker Truck Line, Inc.	Estes Express Lines
Alexandria Technical and Community College	Bay & Bay Transportation	Carte-Blanche Trucking & Logistics LLC	Dedicated Systems	Evolve Global Logistics
ALL STATE ENTERPRISE INC	BCB Transport, LLC	Carter Express & Carter Logistics	Dedicated Transportation, LLC	Exact Express Inc.
Alliance DriveAway Solutions, Inc.	Beaufort County Animal Services	CBS-Global - Creative Business Services	Del Mar College Transportation Training Services	EZ2290 by Zenwork Inc
Alliance for Driver Safety & Security (Trucking Alliance)	Begum & Cowen Injury & Accident Lawyers	CDLjobs.com	Delek US Holdings	EZWinder, LLC
Allison Transmission	Belt & Bruner, P.C.	Centerline	Diesel laptops	Factorloads powered by Insight Technology, Inc.
Allstates WorldCargo	Beltway Companies	Central Marketing Transport LLC	Diesel Plates & Permits	Fairway Transit, Inc.
Ally Logistics	Benesch, Friedlander, Coplan, & Aronoff	Certified Express, Inc	DILE Trucking	FASTPORT, Inc.
ALTOM TRANSPORT	Bennett International Group	CEVA Logistics	Dimmick Group Peterbilt	FedEx Express
Ameri-Transport, Inc.	Berneas, Inc.	CFI	Direct Route Logistics Inc	Fide Freight
America's Service Line, LLC	Best Logistics Group	Chief Carriers, Inc.	Direct to Carrier Inc.	First Choice Transport, Inc.
American Bakers Association	Bestpass Inc.	Christenson Transportation, Inc.	Direct Traffic Solutions INC	FirstFleet, Inc.
American Central Transport	Big M Transportation, Inc.	Circle Logistics, Inc.	DISPATCH TRAINING CENTER	FirstLine Funding Group
American Logistics Aid Network (ALAN)	Bimbo QSR	CLE TransportationCompany	Diversified Transfer & Storage	Fleet Advantage
American Petroleum Institute	Bison USA	Clean Harbors	Diversity Connected	Fleet Advantage
American Truck Dealers (ATD), a division of the National Automobile Dealers Association	Blitch Westley Barrette S.C.	CloudSort	Dixon Insurance Inc	Fleetworthy Solutions
Amwins	BLK OUT TRANSPORT	Coast 2 Coast Trucking Permits LLC	DKP Express	Fluid Market Inc.
Ancora Education	Blue Beacon Truck Wash	COAST HYUNDAI TRAILERS	DLTS	Fontaine Fifth Wheel
Andrews Logistics	Blue Edge Marketing Ltd.	Coldiron Companies	DMC Insurance, Inc.	Fontaine Specialized
Andrus Transportation Services	Bluegrass Dedicated, LLC	College of Southern Maryland	Dobbs Truck Group	Foreman Bros., Inc.
Andy Transport Inc.	Bluewire LLC	Colorado Motor Carriers Association	Dohrn Transfer Company	Forward Air
Anytime Transportation Inc	Blume Global	Commercial Underwriters Insurance Agency	Dolche Truckload Corp	Foster Fuels
Aon	BM2 FREIGHT	Commercial Vehicle Safety Alliance (CVSA)	Dollar General	Fox Valley Technical College
Apex Capital Corporation	BM2 Freight Services, Inc	Concept Financial Group, Inc.	Donaldson Company Inc.	Fraley and Schilling
ArcBest	BMO Transportation Finance	ContainerPort Group	Dot Transportation, Inc.	Franchi Trucking Inc
Aria Logistics LLC	Bob's Discount Furniture	Conversion Interactive Agency, LLC	DPF Regeneration.com LLC	Freight Scout, LLC
ARMELLINI EXPRESS LINES	Bobit Business Media	Convoy Inc	DrayNow	FreightVana
Armstrong Transport Group	Boekestijn Transport Sp. z o.o.	CoreFund Capital	Drive My Way	Fusion Now
Arrive Logistics	Bolt Express	Corporate Medical Services Inc	Driver iQ	G6 Hospitality
Artur Express	Bolus Freight Systems	Covenant Logistics	Driver Resource Center	Galileo
Ascend	Booster Fuels	Cover Whale	DriverReach, Inc.	Garner Trucking, Inc.
	Border States	Cowan Systems LLC	Drivers Legal Plan	Gatik
	Boyle Transportation	CPC Logistics Inc	DriverSource, Inc.	Gatorade Private Fleet (PepsiCo)
	BR Williams Trucking, Inc.			

(Continued)

WOMEN IN TRUCKING - CORPORATE MEMBERS

GCF VENTURES LLC
GEMCAP Trucking, Inc.
Gemini Motor Transport, LP
Genox Transportation, Inc
Geotab
Geva Transportation LLC
GFL Environmental Inc
Giltner Logistics, Inc.
Global Executive Solutions Group
Global Express Transportation Inc.
Global Truck Academy
GLT INC
Good's Insurance Agency Inc
Gordon Food Service
Grammer Logistics
Grand Island Express, Inc.
Grant Thornton LLP
Graphite Logistics
Great Plains Transportation Services
Great West Casualty Company
Green Hornets Logistics, Inc
Greenbush Logistics
Grocery Haulers
Groendyke Transport, Inc.
Group1201
Guaranteed Transport Service, Inc.
Gulf Relay
Gulf Winds
Gulick Logistics
Gully Transportation
Guttman Energy
H&M Bay, Inc
H.R. EWELL INC.
Halvor Lines
Hamrick School
HandledNow, LLC
Hansen and Adkins
Harsco Corporation
Harvest Sherwood Food Distributors
Hassett Logistics
HDS Truck Driving Institute
Healthy Trailer LLC
Healthy Trucking Association of America
Heding Truck Service, Inc.
Heniff Transportation Systems, LLC
Hermann Services, Inc.
HFA Trucking LLC
Highmaintenance Trucking LLC
Hightower Advertising Agency, Inc.
Highway
Highway Transport Logistics, Inc.
Hirschbach Motor Lines
Hittman Transport Services, Inc
HNI Risk Services, Inc.
Hogan Transports, Inc.
Holland Insurance
HORIZON TRANSPORTATION LLC
Howes Products
Howmet (Alcoa Wheels)
HTL Freight
HUB International Transportation Insurance

Services, Inc.
Hudson Insurance Group
Hwy Haul
Hydroly LLC
Hysg LLC dba Hyfield Trucking
IANA-Intermodal Association of North America
IFDA
IMMI
Imperial Supplies
Independent Carrier Safety Association
Indiana Motor Truck Association
Inflection Poynt
Ingenium
INNOVATIVE TOLL SOLUTION
INTEGRATED COMMUNICATIONS
Intellistop Corporation
International Association of Movers
International Society of Recruiting and Retention Professionals
Interstate Truck Driving School
Irdeto
ISAAC Instruments, LLC
Isuzu Commercial Truck of America
J. J. Keller & Associates, Inc.
Jack Cooper Investments, Inc.
JBS Carriers, Inc.
Jenny Tipping-CPC Trainer
Jetco Delivery
JF Moran
JH Rose Logistics, LLC
JobsInTrucks.com
JOC Group Inc.
John Christner Trucking
Jones Logistics
JS TRUCK INSURANCE AGENCY
JX Enterprises
K.L. Breeden & Sons LLC
Kansas Motor Carriers Association
Karl's Transport, Inc.
Karmak Inc
Kenco
Kimrad Transport LP
Kingpin Capital Inc
Kirsch Transportation Services, Inc.
KISATCHIE MIDNIGHT EXPRESS LLC
Kivi Bros Trucking Inc.
KJ Media
Krichel Logistics
Koch Trucking, Inc
Kodiak Robotics, Inc.
Koppur Trailer and Chassis
Kriete Truck Center
KRTS Transportation Specialists, Inc.
KSM CPAs & Advisors
KVC LOGISTICS CORP
Kyrish Truck Center
Lakeside International Trucks
Landstar Transportation Logistics, Inc.
Laramie County Community College
Lauchlt Public Relations
Lean Solutions Group

Lean Solutions Group
Lee TranServices, Inc.
Legacy International Corporation
Legacy Logistic Management LLC
Leonard's Express
Lester R. Summers, Inc.
LGT Transport, LLC
LGT Transport, LLC
Liberty Career Finance, LLC
Linde
Lineas 1o de Mayo, SA de CV
Lirctek inc
Living Spaces
LMD Integrated Logistics
LoadTrek
Locke Transportation Inc.
Logistics Quarterly
Longhaul Trucking Co.
M&H Express
M&M Cartage
Made Simple Medical
MAILRUN COURIER
Manco Logistics Corp
Manning Gross + Massenburg LLP
Marathon Petroleum Company
Marten Transport
Marvin Johnson & Associates, Inc.
Masazie Logistics Pty Ltd
Matheson Companies
Mathis Law Group
May Trucking Company
McConnell Transport Ltd
Mckinney Trailer Rentals
McLane Company, Inc.
McLeod Software
Meadow Lark Companies
Meijer Logistics LLC
Mercer Transportation Co. Inc.
Merchants Fleet
Messer North America, Inc.
Midwest Carriers
Midwestern Transit Service Inc.
Migway Inc
Mikargo247
Mill Corporation
MindShare Strategies, Inc.
Minnesota Trucking Association
Mississippi Trucking Association
Mister P Express, Inc.
MLI Leasing, LLC
MODE Global
Montgomery Transportation Group
Morgan Van Lines
Motiv Power Systems
motor carrier insurance education foundation (MCIEF)
MOTOR Information Systems
Motoring Matters Magazine Group
Mullan Transportation LLC
Multi Service Fuel Card
Munoz Trucking, Inc.

Murphy Hoffman Company
MW Logistics, LLC
MX Solutions, LLC
My Freight World
NAL Insurance
NAMA-National Automatic Merchandising Association
NAPA Transportation, Inc.
National Association of Independent Truckers, LLC
National Association of Publicly Funded Truck Driving Schools
National Association of Small Trucking Companies (NASTC)
National Carriers, Inc.
National Drug & Alcohol Screening Association (NDASA)
National Express Carrier Inc
National Interstate Insurance Company
National Road Carriers Inc.
National Tank Truck Carriers
National Tractor Trailer School
National Truck Protection Co. Inc.
National Waste & Recycling Association
National Women Business Owners Corporation
Nationwide Transportation and Logistics Services Inc
Navajo Express
NDTA (National Defense Transportation Association)
Nebraska Trucking Association
Network Truck Insurance Services, Inc.
New England Kenworth
New Waverly Transportation
New West Truck Centres
New World Van Lines
New-Way Trucking Ltd.
Next Generation in Trucking Association
NFI Industries
NIC Federal, LLC
Night Dispatch, LLC
Nikola Corporation
North Carolina Trucking Association
North Central Kansas Technical College
North Central Utility
North Park Transportation
Northland Insurance Company
Northwest Tank Lines Inc.
Northwood Technical College
Nova Driver Services
Novo Nordisk
Nox Health
NZ Trucking Association
Oak Harbor Freight Lines
Oakley Transport
Odyssey Logistics & Technology
Ohio Truck Sales
One World Delivered Corp
OneMagnify
Openforce
ORBCOMM
Orica USA Inc.

OTR Solutions LLC
Over The Road-Canada
Ovie Services inc DBA Ovie Logistics Express
Owens State Community College
Owner-Operator's Business Association of Canada (OBAC)
Ozark Mountain Tour Trucks
P&B Trucking Inc.
Pacifica Trucks LLC
Palco Transportation
Palmer Trucks
Palomar Insurance Corporation
Panther Premium Logistics
Parke Cox Trucking
Parrish Leasing Inc.
Partners Funding, Inc.
Paschall Truck Lines, Inc.
Patriot Lift Co LLC
Patterson High School - Patterson Joint Unified School District
PearlTransLogistics
Pedigree Technologies
Peel Truck Driving School
Pellitteri Waste Systems, Inc.
Pemberton Truck Lines, Inc.
Perfect Transportation, LLC - Trucking Division of Perfect Pallets, Inc.
Performance Food Group (PFG)
Performance Trucking, Inc
Peterbilt Pacific
PGT Trucking, Inc.
Phillips Connect
Phoenix Capital Group
Phoenix Systems International Inc
Pilot Company
Pima Community College, Center for Transportation Training
Pinellas Technical College
Pitney Bowes Global Logistics
PITT OHIO
Pittsburgh Power
Platform Science
PLM Fleet, LLC
Plus
PMTA
Pohl Transportation
Polyak Distributors, Inc DBA Polyak Trucking
poopmaster.net
Porter Freight Funding
Power WearHouse Inc.
Powersource Transportation, Inc
Premier Trailer Leasing
Premier Truck Group
Premium Truck Driving Academy Inc
PrePass Safety Alliance
Prime Inc.
Procede Software
Proficient Auto Transport, Inc.
Progressive Truck Driving School
Progyny
Protective Insurance Corporation

(Continued)

WOMEN IN TRUCKING - CORPORATE MEMBERS

Quality Carriers, Inc.	Shell Lubricants	Tennessee Contract Carriers, Inc.	Centers	Venture
Quantix SCS, LLC	Sherwin-Williams	Tennessee Trucking Association & Foundation	Trayer Solutions LLC	Veriha Truck Driving Academy
Queensland Trucking Association	Shipwell	Tenney Group	TraylorTranspo LLC	Veritiv
R.B. Stewart Petroleum Products, Inc.	Simon's Trucking Inc.	Tenstreet, LLC	Treaty Oak General Agency	vHub
R.E. Garrison Trucking, Inc.	Simplot Transportation	Tesla	Tri Star Freight System, Inc.	Viessman Iowa, DBA Johnsrud Transport
RadioNemo of North America	Sims HD LLC	The Evans Network of Companies	Tri-National Inc.	Virginia Transportation Corporation
Ralph Moyle Inc.	SiriusXM Radio	The Goodyear Tire & Rubber Company	Tri-State Expedited Service, LLC.	Visible Supply Chain Management
Rand McNally	SJW Logistics	The Grawe Group, LLC	Tri-State Motor Transit Co.	Volvo Trucks North America
Raven Transport	Skelton Truck Lines	The Home Depot	Trimac	Vomela Transportation Group
RCS Trucking & Freight, Inc.	Ski Country Auto Repair and Towing	The National Transportation Institute	Trimble Transportation	Vroom
Ready Fleet LLC	SkyBitz	The Paladin Group	Trinity Logistics	Vulcan Materials Company
Red Classic Transportation	SL Recruiting Resources	The Pete Store	Triple DAT Logistics Inc	Walker Transport, LLC
Red Roof, LLC	SleepDog Mattress	The Triangle Group	Triumph Business Capital	Waste Connections
ReedTMS Logistics	Small Refrigerated Trailer Sales LLC	The Trucker	TrucBrush Corporation	Waukesha County Technical College
Relay Payments	SMCA ³	The Wenger Group/Wenger Feeds, LLC.	Truck Centers, Inc.	Wausau Supply Company
Reliance Partners	Smith Transportation	Thomas E. Keller Trucking Inc.	Truck Drivers USA	Wavepoint 3PL
Republic Services	Snider Fleet Solutions	Thomson Terminals	Truck Parking Club	Waymo
Retread Tire Association	Solera Fleet Solutions	TIP Fleet Services Canada Ltd.	Truck Writers Inc.	We Realize Inc
Revolok USA LLC	Sonepar USA	Tire Retread & Repair Information Bureau	TruckDriver.com	WellSpark Health, Inc.
Rexing Companies	Sonwil Logistics	TLD Logistics Services, Inc.	Truckdrivers Building Corp	Werner Enterprises, Inc.
Rhode Island Trucking Association	Southeastern Freight Lines	TMSA-Transportation Marketing & Sales Association	Trucker Path, Inc.	West Coast Enterprises Truck & Trailer Sales, Inc
RIG Insurance Services LLC	Southern State Community College Truck Driving Academy	TMT INDUSTRIES INC	TRUCKER'S RETIREMENT PLAN, INC	West Michigan International
Rihm Kenworth	Southwest International Trucks	To your home Delivery Inc	TruckerFi	West Side Transport
Riverland Community College	Specialized Carriers & Rigging Association	TopHAT Logistical Solutions, LLC	Truckers Against Trafficking	Western Express
Riverside Transportation	Spectaire	Toro Trucking Academy	Trucking HR Canada	Western Flyer Express, LLC
Road Transport Forum N.Z.	Speed Trans LLC	Total Logistics, Inc.	Trucking Industry Defense Association	Western States Trucking Association
Roadmaster Drivers School	SPI Logistics	Total Quality Logistics	Trucking Transportation Academy LLC	Wheaton Financial, Inc
Roadready Transfer Service	Spoerl Trucking, Inc.	Total Transportation of MS LLC	TruckLabs	Wheels Turning Keep Earning Inc TM
Roehl Transport Inc.	SRS Distribution	TP Trucking	Truckload Carriers Association	Wholesale Truck Exchange LLC
Rogers Trucking Inc.	St. Christopher Truckers Development & Relief Fund	TRAA-Towing and Recovery Association of America, Inc.	TruckRight	WILF Logistics Inc.
Rolling Strong	Standard Logistics	TRAC Intermodal	Truckstop	Wilcox and Flegel
Rosco Vision	Star Fleet Trucking, Inc.	TRAFFIX	Truckstop Ministries, Inc.	Wilson Logistics
Rose Rocket	Star Leasing	Trailiner Corp.	TruckSuite LLC	WIN Waste Innovations
Royal Expediting Inc.	STARS HazMat Consulting	Transcap LLC	TruckTractorTrailer.com	Wisconsin Motor Carriers Association
Royal Truck & Utility Trailer	State of Illinois Business Enterprise Program (BEP)	Transco Lines Inc	TrueNorth Companies	WiseLeader
Ruan Transportation Management Systems	Staver Accident Injury Lawyers, P.C.	Transflo	TrueNorth Transportation Co	WLX/Western Logistics Express
Rubber Duck Funding	Stericycle	TransForce	TrueTMS	Women in Propane
Rumberger, Kirk & Caldwell	Stoops Freightliner-Quality Trailer	TransFunds M&A	TruNorth Global	Women In Trucking Foundation
Rush Enterprises	Storey Trucking Company	Transgesa Trucking	Tucker Company Worldwide	Women's Business Development Center
RXO	Sun State International Trucks	Transition Overwatch	Tucker Freight Lines	Wooster Motor Ways Inc
S&E Productions, LLC	Sunrise Transport Inc.	Transmark Logistics, LLC	Tulsa Technology Center	WorkHound
S&H Express/Granite Transportation	Sunset Transportation	Transport Enterprise Leasing	U.S. Truck Driver Training School, Inc.	World Fuel Services
S&S Truck Parts, LLC	SupplyChainBrain	Transport Futures	U.S. Xpress, Inc.	Worldwide Express
S-2international LLC	Swift Transportation	Transport Refrigeration, Inc.	UCW Logistics	Wreaths Across America
SAF-HOLLAND, Inc.	Sworckz	Transport Topics	UFL Services, Inc.	WTS International
Safe 'N Secure LLC	SWTO LLC	Transport Women Australia Ltd	UniFirst Corporation	Wyoming Trucking Association
Saia LTL Freight	TA Dedicated	Transportation Center of Excellence	University of Georgia-Terry College of Business	XBL INDUSTRIAL MATERIALS
SambaSafety	Tai Software	Transportation Club of Dallas/Fort Worth	University of Wisconsin - Superior	XPO
Savage	Tax2290.com, a product of ThinkTrade Inc.	Transportation Compliance Consultants, L.L.C.	Uptake	Xpress Cargo, Inc.
Saxton & Stump	Tax2efile	Transportation Compliance Services USA	US Autologistics	Yellow
Schneider	Taylor Johnson PL	Transportation Intermediaries Association	US Foods	Zariz Transport Inc.
Scopelitis, Garvin, Light, Hanson & Feary, P.C.	TBS Factoring Service	Transportation Tax Consulting LLC	US Special Delivery	ZMac Transportation Solutions
SDI (Subrogation Division, Inc.)	TCSI-TransLand	TRANSTEX	USI Insurance Services	Zonar
SelecTrucks (Daimler Truck Remarketing)	Tech Chain (RESQ TRX)	TransTrain	Utility Trailer Manufacturing Company	
Sentry Insurance		TravelCenters of America/Petro Stopping	Utility Trailer Sales Southeast Texas, Inc.	
Service Transport Company			Valley College	
SFC Intermodal			Valaroo Inc	

WOMEN IN TRUCKING = NEARLY 8,000 MEMBERS AND PROSPECTS

WOMEN IN TRUCKING - CORPORATE PARTNERS

Gold Partners



Silver Partners



Bronze Partners



Media Friends



For Corporate Partnership opportunities and exposure, contact Carleen Herndon at 615-696-1870 or carleen@womenintrucking.org.

2024 EDITORIAL CALENDAR

Redefining the Road

The official magazine of the Women In Trucking Association

2024 Editorial content subject to change.

An award-winning magazine, *Redefining The Road* is distributed three times a year to our entire membership, at industry events, and is available in a digital format to reach thousands more. This magazine leverages an editorial staff with nearly 100 years combined experience in transportation, logistics and supply chain management.



ISSUE	COVER STORY	FEATURE 1	FEATURE 2	FEATURE 3	FEATURE 4	CASE STUDIES	RECOGNITION FEATURE	NEWS BRIEFS
Edition 1	How to Be the Best Version of Yourself (Females Leaders tell their Stories)	Safety Matters: On and Off the Road	Influential Women in Trucking	Show Me the Parking	How to Become a Stand-Out Leader	Retention and Engagement: Strategies to Combat Quiet Quitting	<i>Top Women to Watch</i>	Salute Preview New Individual Recognition Program New Committee Structure 2023 WIT Annual Report Driver Ambassador/WITney Story Image Team Highlight HERstories: Members of the Month
Edition 2	Talent Management Best Practices (Find Her and Keep Her)	Your Roadmap to Minimize Your Carbon Footprint	Guys: How to be an Effective Male Ally	Living Your Best Life: Drivers Behind the Wheel	Success through Storytelling: Strategies to Market Yourself and Your Company	Practical Advice: Productivity and Time Management	<i>Top Woman-Owned Businesses</i>	2024 WIT Index Results Board member developments Salute and Canadian Salute Distinguished Woman in Logistics Female Driver of the Year Driver Ambassador/WITney Story HERstories: Members of the Month
Edition 3	Company Culture as a Competitive Advantage	The Voice of the Driver: Co-Creating Content that Converts	Cutting-Edge Strategies to Recruit and Retain Gen Z	Self-Care for You and Your Team	Practices and Attitudes that Contribute to Healthy, Fulfilling Work Life Integration	Customer Feedback: How to Take Your Quality Plan from Good to Great	<i>Top Companies for Women to Work For in Transportation</i>	<i>Accelerate!</i> Conference Preview Image team Highlight Driver Ambassador/WITney Story HERstories: Members of the Month



Women In Trucking (WIT) was established to encourage the employment of women in the trucking industry, promote their accomplishments and minimize obstacles they face.

RECOGNIZING THE ACHIEVEMENTS OF WIT MEMBERS

Has your company (or individual professionals within your organization) achieved success and made a difference? Throughout 2024, you have the opportunity to nominate organizations and individuals who you believe are worthy of recognition through *Redefining the Road* magazine and sponsored content.



Countless women in transportation are making great strides in their careers while positively impacting their companies and helping to promote greater gender diversity. In Edition 1 of *Redefining the Road*, we will feature these “Top Women to Watch in Transportation.” Nominate a woman who is worthy of this distinction, whether her role is in Leadership, Operations & Safety, HR/Talent Management, Sales & Marketing or as a Driver. Provide rationale for the nomination, describe accomplishments she has made in her career during the past 12-18 months, and explain ways in which she exemplifies WIT’s mission for more gender diversification in transportation.

[> Details and Call for Nominations](#)



WIT encourages more women to proactively become leaders in their organizations – and in some cases, to even start their own businesses. In Edition 2, we will feature “Top Woman-Owned Businesses in Transportation.” Nominate a woman-owned company worthy of this recognition. Criteria used to identify qualified companies will include status as majority ownership by a woman, financial stability and growth, innovation, and entrepreneurial spirit of the woman owner.*

[> Details and Call for Nominations](#)



Many women say they want employers with a corporate culture supportive of gender diversity, flexible hours and work requirements to accommodate family and life balance, competitive compensation and benefits, training and continued professional development, and career advancement opportunities. In Edition 3, we will feature “Top Companies for Women to Work For in Transportation.” Nominate your company if it exemplifies these characteristics. If your nomination is accepted, the marketplace then votes and to validate your nomination nominations.*

[> Details and Call for Nominations](#)

**Your organization must participate in the WIT Index, the official industry barometer to benchmark and measure each year the percentage of women who make up critical roles in transportation.*

2024 AD RATES

2024 ADS INCLUDE FULL COLOR!

RATES (All ad are full color)

Ad Size	1x Rate	2x Rate	3x Rate
2-Page Spread*	\$4,550	\$4,450	\$4,350
Full Page*	\$3,300	\$3,200	\$3,100
2/3 Page	\$2,900	\$2,800	\$2,700
1/2 Page Vertical	\$2,500	\$2,400	\$2,300
1/2 Page Horz.	\$2,400	\$2,300	\$2,200
1/4 Page Banner	\$1,800	\$1,700	\$1,600
1/4 Page Horz.**	\$1,800	\$1,700	\$1,600
1/4 Page Vertical	\$1,800	\$1,700	\$1,600

* Bleeds allowed only on full-page or 2-page spread ads

** Regular ads only, "Top List" ads must be vertical

COVER POSITIONS (Includes Color)

Outside Back	\$5,500	\$5,400	\$5,300
Inside Front	\$4,800	\$4,700	\$4,600
Inside Back	\$4,800	\$4,700	\$4,600

Cover space available on a first-come, first-served basis and must be secured in writing, and therefore is noncancelable.

ADVERTISING FAQs

Bleeds No charge for bleeds. Only full-page and 2-page spread ads can include bleeds. Fractional bleed ads are not available.

Guaranteed Position Please add 15% to total.

Advertising Agencies Please add your commission to these published rates, all rates are net.

Terms of payment due upon receipt of invoice.

Add 2% per month interest on accounts over 60 days.

Complete poly-bagging and insert services are available upon request.

DEADLINES:	Edition 1	Edition 2	Edition 3
Advertising Close Date	Jan. 19	June 7	Sept. 13
Ad Files/Materials Due	Feb. 2	June 21	Sept. 27
Publish Date	Mar. 8	July 29	Oct. 30

For more information and to place advertising:

Carleen Herndon • 888-464-9482 • Carleen@WomenInTrucking.org

PRODUCTION SPECS

The preferred method for receiving completed digital ad artwork is as a high-quality (300 dpi minimum), press-ready PDF file. Ensure that all fonts have been embedded and all color has been converted to CMYK.

Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software: Adobe CS (InDesign, Illustrator, Photoshop and Acrobat). See deadlines on page 11.

Note: Bleeds allowed only on full or 2-page spread ads. "Top List" ads must be vertical format if quarter-page size.

Email files to Carleen@WomenInTrucking.org



For more information and to place advertising:

Carleen Herndon
615-696-1870
Carleen@WomenInTrucking.org

Ad Sizes



2-Page Spread
W. 16 3/4 x H. 10 7/8*
(Trim Space)



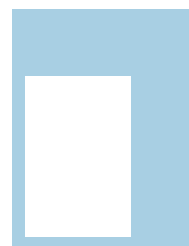
Full Page
W. 7 x H. 9 1/2 or
W. 8 3/8 x H. 10 7/8*



2/3 Page Vertical
W. 4 5/8 x H. 9 1/2



1/2 Page Horizontal
W. 7 x H. 4 5/8



1/2 Page Vertical
W. 4 5/8 x H. 7



1/4 Page Banner
W. 7 x H. 2 1/8



1/4 Page Vertical
W. 3 3/8 x H. 4 5/8



1/4 Page Horizontal
W. 4 5/8 x H. 3 3/8

All measurements are in inches

Live Space W. 7 x H. 9 1/2

Trim Space W. 8 3/8 x H. 10 7/8

*Bleed W. 8 5/8 x H. 11 1/8

2-Pg. Spread W. 17 x H. 11 1/8

NEW! Driver Recruiting Sponsored Content Package

WIT recently launched a Career Center feature on its new [Driver Hub](#) that is a tremendous resource for females who currently are professional drivers or considering attaining their CDL. Through this Career Center, you now can leverage a new Driver Recruiting Sponsored Content opportunities to reach professional drivers who are women likely looking for new opportunities.

How it Works

If you have a brief recruiting or branding video (recommended 60-120 seconds with a strong Call to Action), we offer you a cost-effective opportunity to reach these targeted prospects. Advertise with your recruiting video, and you will generate hundreds of views each month along with qualified potential leads/candidates. This Sponsored Content Package includes:

- Your video hosted on the Career Center of the Driver Hub (Ideally 60-120 seconds telling a compelling story, Creative must be provided)
- Duration: Purchased in blocks of 90 days
- Minimal Competition with Other Advertisers (Maximum 9 videos at any given time)
- Your company will be a Featured Employer in monthly email to drivers generating awareness of Driver Hub
- 3 social posts (one monthly) and through Engage.

Total Investment:

Only \$2,500 for full 3-month period



LEVERAGE OUR ONLINE CHANNELS

WIT eNews

WIT eNews is distributed weekly to our entire membership for more timely industry news and need-to-know information for WIT members and other industry professionals.

Banner Advertising

- **Top Banner** (premier position immediately under masthead): \$1,950
- **Lower Banner** (prominent position below top stories): \$1,650
- **Standard Top Banner**: \$895
- **Standard Bottom Banner**: \$995

Feature Article

In Text Call-Out format: image, 5-10 word headline. 25-word description. See Thought Leadership column for full article details.

Blog

Position your company or executive as a thought leader by contributing an article to the WIT Blog. Your article can be in any of the following formats (All starting at \$1,950).

Bylined Column

Spotlight an industry issue, challenge or opportunity that is aligned to your own corporate strategy or value. Keep this educational for optimum results.

Corporate Spotlight

Highlight the amazing things your company is doing and the value you provide to the industry.

Product Showcase

Launching a new product? Have a stellar existing product to highlight? This is an opportunity to showcase your unique products and services.

Promote in WIT eNews and in our Social Media channels for maximum exposure.

[Content Specifications](#)

Social Media

Social Posts

Promote your content through WIT's social media channels, including LinkedIn, Facebook, Twitter, TikTok and Instagram.

- Twitter, Facebook, Instagram and LinkedIn
- Starts at \$1,950 for a package of 3 individual posts

In Video Call-Out format: Preferred video file uses encoding of the MPEG-4 and audio is saved with AAC compression, ideally no longer than 60 seconds.



LEVERAGE OUR ONLINE CHANNELS

Whitepapers and Sponsored Content:

Lead Gen and Branding

To hit your lead generation, sales and revenue goals, creating a marketing campaign with a strong Call to Action of something your target market needs is critical. Content marketing comes in many forms, but relevant and unique whitepapers are an ideal solution – and our team can help if you don't have the resources. Our content development team will leverage decades of combined experience in food supply chain, transportation and logistics to help develop a lead generation and/or branding strategy that meets your business goals.

We'll collaborate with you to:

- Identify a topic that appeals to your target audience (and tie to your business)
- Develop unique content that will generate downloads (and qualified leads)
- Package this content that is branded as a marketing asset for your company
- Promote this branded whitepaper through multiple FSA channels.

What does it look like? Original research-based whitepapers driven by feedback and engagement from target audiences can generate impressive leads and business results – and also unique market intelligence to help develop new products or services, improve your customer experience, or form a new business strategy. If you don't have the business need or budget for original research, we also can develop a whitepaper based upon your own executives' expertise and/or from other third-party sources. Whatever the approach, our experienced team will help you to develop the best B2B lead gen/branding campaign that will generate the sales and business results you need.

Webinar Sponsorship

WIT Webinars happen monthly. Sponsoring a webinar is an excellent opportunity to have your executives present on an educational topic as a “thought leader,” moderate a discussion, or introduce the speaker. Or if you'd prefer, WIT will fully coordinate the content and your company would simply be identified as the sponsor. You'll benefit from the following:

- Verbal recognition on live and on-demand webinars
- Brand sponsor recognition on all social media promotion
- Recognition as a sponsor on the WIT website and WIT eNewsletter
- Access to the pre-registration list

Investment: \$2,500

SPONSORED CONTENT - EMAIL MARKETING / LEAD GENERATION

Dedicated Sponsored Emails

Supplement your own email program with an email under the Women In Trucking banner

- Feature your content exclusivity
- Promote a whitepaper, guide or ebook; distribute a survey; or share your thought leadership
- Target either or both business professionals or professional drivers
- Directly link to your lead generation form for instant results
- Pricing begins at \$2,950 for a single, exclusive sponsored email.

Lead Generation Program

Showcase your knowledge to the transportation and logistics industry-and generate sales leads!

- We accept whitepapers, reports, e-books, and other quality lead-generating content. Note: Advertiser must provide, unless you are interested in engaging us in helping to create your marketing asset an additional cost.
- WIT posts your whitepaper or content on our website for 6 months. This includes a link to a landing page featuring a summary of your whitepaper and key takeaways, plus your logo and contact information; a download button linked with a lead generation form; promotion to the WIT audience, including through WIT eNews, banner ads and social channels.
- Prices start at \$4,500

Integrated Digital Marketing Packages

WIT has created four options of heavily discounted digital marketing programs that integrate digital advertising, social marketing, lead generation through marketing automation, content and thought leadership. Whether your business goals are to enhance your brand, build your business, or both, these convenient and easy-to-execute special packages are sure to generate business results.

PACKAGE	WIT ENEWS	WIT SOCIAL CHANNELS	LEAD GEN PACKAGE	CONTENT/THOUGHT LEADERSHIP	TOTAL INVESTMENT
Branding (Standard)	Standard Top Banner Ad (5X)	Social Posts (3X)	N/A	Your Choice: Product Showcase, Corporate Spotlight, Sponsored Video, or Bylined Column	Price: \$6,300 (Value: \$8,700)
Branding (Premium)	Top Banner Ad (5X)	Social Posts (6X)	N/A	Same as above.	Price: \$10,500 (Value: \$15,100)
Lead Generation (Standard)	Standard Top Banner Ad (5X)	Social Posts (3X)	N/A	Same as above.	Price: \$9,900 (Value: \$14,600)
Lead Generation (Premium)	Top Banner Ad (5X)	Social Posts (9X)	Lead Generation Program plus 1 Dedicated eBlast	Same as above.	Price: \$13,300 (Value: \$19,500)

Elevate Your Partnership as a WIT Member Approved Provider!

Women In Trucking now offers an elevated level of partnership and will truly endorse your product and/or service as a Member Approved Provider. Not only will your company receive the Women In Trucking Member Approved Provider Program (WIT MAP) seal to use in all your channels, it also will be featured and promoted in all of ours.



Benefits of Becoming a WIT Member-Approved Provider

Receive these deliverables from Women In Trucking as part of your participation and integrated strategic marketing package:

- Priority listing on the public Member Benefits Page as a Member Approved Provider.
- Your product or service featured on the private Members Only Page under Member Approved Provider with optional informational video highlighting the benefits of the product/service (provider to supply video).
- WIT to make a preliminary announcement in the WIT eNews.
- Guest appearance on The Women In Trucking Show on Sirius/XM Radio Show.
- Your product or service promoted in various WIT channels. Deliverables based upon marketing package chosen, but can include: banner ads, social media promotion, thought leadership, bylined columns, sponsored videos, product showcase, lead generation campaigns, etc.

Application Process to Become a WIT Member-Approved Provider

Follow these eight steps to be considered as a WIT Member-Approved Provider:

1. Complete the [WIT Member Approved Provider Application](#)
2. Review: The WIT Member Approved Provider Task Force will review your application.
3. Interview: Completed applications will be scheduled for an interview with the Task Force.
4. Approval: After successfully completing steps 1-3 you will be contacted about the status of your application.
5. Once approved, ensure your Corporate Membership is current.
6. Pay WIT Member Approved Provider (WIT MAP Seal Fee: U.S. \$2,495).
7. Integrated Strategic Marketing Plan: Consult with WIT to create a branding or lead generation integrated, strategic plan. *(Note: The minimum investment required is \$10,500, which can be used for the Premium Branding Integrated Digital Marketing Package or can be customized).*
8. Requirement: Signed insertion order must be completed via DocuSign within 30 days. All materials to be provided to WIT within 45 days. Launch: Begin the launch of our new joint venture.



2024 Accelerate! Sponsor & Exhibitor Opportunities

Women In Trucking Association's Accelerate! Conference & Expo takes place Nov. 10-13 at the Hilton Anatole in Dallas, Texas. One of the largest conferences in the transportation industry, Accelerate! will attract more than 2,500 attendees who participate in 60+ educational sessions, facilitated peer and provider networking exercises, receptions and more. In addition, this event will feature 200+ exhibitors and sponsors as well as a sophisticated Truck and Technology Tour.

A wide variety of sponsorship levels and exhibitor packages are available based upon your established budget parameters. It's an excellent opportunity to:

- Tie your brand to gender diversity
- Become a thought leader on important issues in the industry
- Build business with customers, prospects, and partners
- Expand your strategy and operations through gender diversity

Sponsorship & Exhibitor Information



Accelerate! Conference & Expo

Hilton Anatole, Dallas, TX USA
Nov. 10-13, 2024 (In-person)



For more information and
to place your order, contact
Carleen Herndon at 615-696-1870
or Carleen@WomenInTrucking.org

