

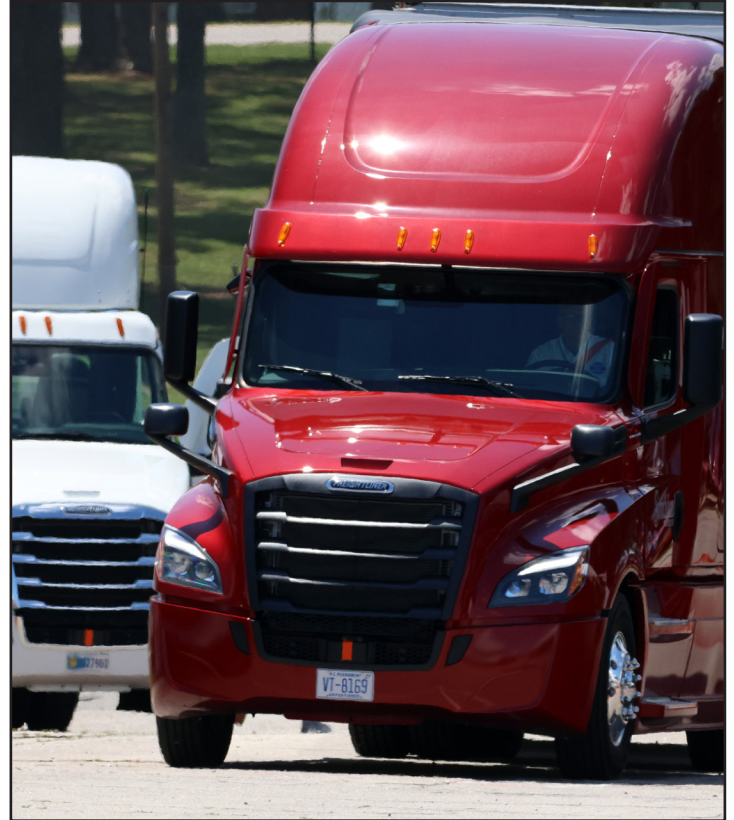
# TMC Rate Card 2026

*The Technology & Maintenance Council of the American Trucking Associations*

**F**or 70 years, the American Trucking Associations' Technology & Maintenance Council's (TMC) member-driven recommended practices have set standards that help trucking companies specify and maintain their fleets more effectively. TMC's recommended practices also examine the newest technology to guide manufacturers in the design of their equipment.

TMC has grown into an organization of more than 3,000 members with representatives ranging from both large and small fleets, owner/operators, manufacturers, and suppliers to service providers, educators, industry media, association representatives, and technicians.

As the transportation industry paves the way for another century of innovation, TMC is at the lead, its recommended practices laying the groundwork for the best practices.





**Fleet Maintenance & Technology** is a member benefit of the Technology & Maintenance Council (TMC) of American Trucking Associations. The quarterly publication is read by an audience of some 3,000 dedicated professionals which represent fleet maintenance and operations, dealerships, technicians, owner/operators, vehicle makers, and parts suppliers, educators, government regulators, and industry media. Together, this group is active in the TMC Study Groups and Task Forces that help influence and create vehicle improvements and recommended practices beneficial to vehicle operations around the globe.

This publication provides the opportunity to deliver your advertising message every quarter to decision makers that purchase equipment, technology and services for truckload and less-than-truckload carriers, private fleets, and government and utility fleets.

### Advertising Rates

| Position           | Size       | 4-Color | B&W     |
|--------------------|------------|---------|---------|
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| Inside back cover  | 8.5" x 11" | \$2,900 | \$2,900 |
| Full page          | 8.5" x 11" | \$2,700 | \$2,250 |
| Half page          | 7" x 5"    | \$1,500 | \$1,250 |

Focus your message on TMC members and decision makers in the next issue of *Fleet Maintenance & Technology*.

Contact TMC at 703-838-1763 or email [tmc@trucking.org](mailto:tmc@trucking.org) for additional information.