

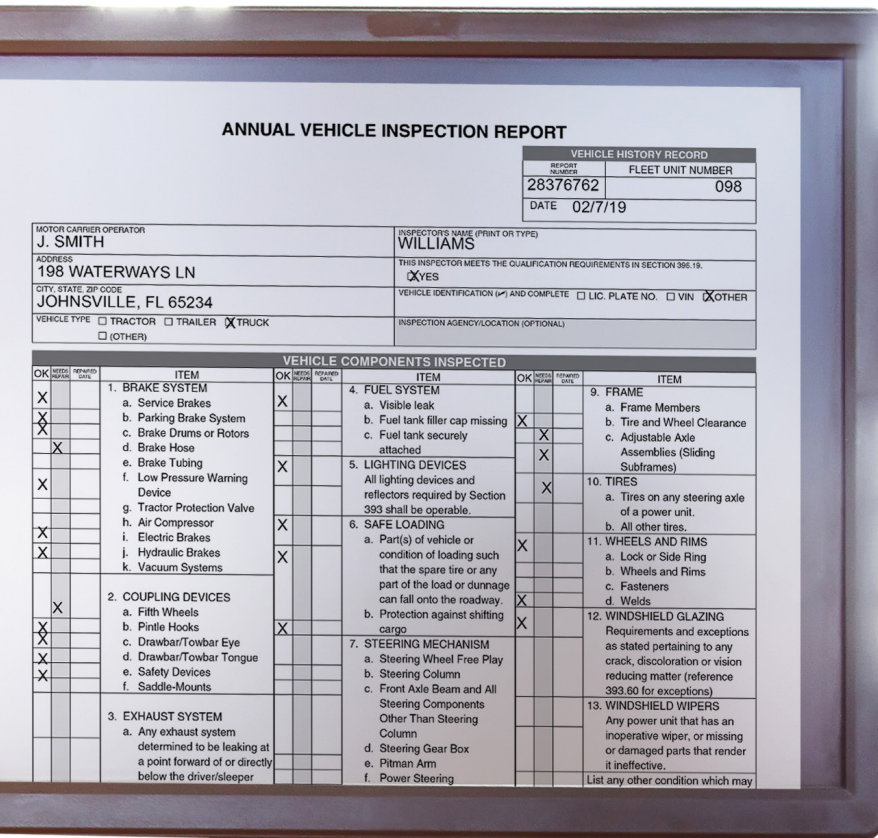


Trucking and construction will need 75K new technicians by 2022.

How will we address this shortage?

In 2019, Randall-Reilly’s editorial teams will explore the shortage of diesel technicians in four highly anticipated reports covering all aspects of the problem including training, recruitment, retention and more. Sponsorship of **Targeting Techs** presents an opportunity to demonstrate thought leadership by aligning with one of the most significant pain points facing fleets, dealers, repair facilities, and contractors.

These in-depth, four-part special reports will run across the following brands:



	Fleet maintenance operations
	Independent repair operations
	Truck dealer maintenance operations
	Highway and heavy contractor maintenance operations
	Construction dealer maintenance operations



The reports will publish quarterly in each brand's print*, newsletter and digital editions:

March	State of the Technician Shortage What's causing the shortage and how technicians feel about their career prospects/pay. Includes coverage of Randall-Reilly's proprietary survey of more than 1,000 technicians.
June	Best Practices in Recruiting Technicians Coverage of enrollment efforts by vocational-technical schools, non-traditional high school programs, community colleges, national programs, former military, and more.
September	Best Practices in Retaining Technicians Focus on apprenticeships, training models, pay models, hiring local, setting expectations for new-hires, and more.
December	State of the Future Future outlook into whether the shortage will get worse before it improves and how increasingly high-tech trucks and machines will have an added impact.

*Where applicable

Package Includes:

- ✓ Full-page ads within the series in your choice of the print editions of *CCJ*, *Truck Parts & Service*, or *Equipment World*.
- ✓ Branding throughout print and digital elements
- ✓ Branding on the micro-site that will house the downloadable Technician Survey. Contact information will be captured through these downloads.

Talk to your Sales Representative today and find out how your brand can benefit from being a sponsor in one of these upcoming four-part special reports.