



It can be a challenge to keep up with editorial topics and the relevant advertising opportunities they represent to you or your clients. To make it easier to take advantage of these tie-ins and generate sales, we are introducing an Editorial AdFlash, which will showcase upcoming editorial and highlight the types of businesses or clients who would benefit from this alignment.

 *Overdrive*: Reaching 100,000 independent and leased owner-operator businesses each month.



Issue	Article	Of Interest To
June 2019 Closing: 5/3/19 Materials Due: 5/14/19	ELD data sharing: Who gets driver data and how is it used?	• ELD makers
	Equipment Spotlight: auxiliary power units	• APU makers
	Low rolling resistance tires	• Tire manufacturers and dealers
July 2019 Closing: 5/31/19 Materials Due: 6/11/19	ELD data sharing pros and cons	• ELD providers
	Liability insurance	• Insurance companies
	Return on investment for trailer purchase	• Trailer makers
	Truck and trailer security equipment	• Makers of security equipment
	Dry van roundup	• Trailer makers and dealers
August 2019 Closing: 7/1/19 Materials Due: 7/11/19	LGBTQ drivers, fleet policies	• Fleets
	Equipment spotlight: load securement	• Makers of securement equipment; flatbedders
	Flatbed roundup	• Flatbed dealers



CCJ: Reaches 96,500 fleet executives with purchasing power and influence each month.



Issue	Article	Of Interest To
June 2019 Closing: 4/26/19 Materials Due: 5/7/19	Targeting Technicians: Technician recruiting and retention strategies	<ul style="list-style-type: none"> • Technician training product vendors, maintenance software providers, suppliers of employee scoring and reward software programs
	Building a Better Pipeline: Driver Engagement Programs - The third in a three-part series on technology-based methods for maintaining a stable driver workforce	<ul style="list-style-type: none"> • Driver engagement-based product vendors and software providers, suppliers of employee scoring and reward software programs
	Medium-Duty Model Roundup: The latest news and developments from the Work Truck Show, Truckload Carriers Association meeting and Mid-America Trucking Show	<ul style="list-style-type: none"> • All equipment and technology manufacturers and suppliers serving the industry.
	Severe Service	<ul style="list-style-type: none"> • Manufacturers and customers of severe-duty trucks, bodies, tires, axles, components
	Maintenance Software	<ul style="list-style-type: none"> • Suppliers of software used for tracking preventive maintenance schedules, parts inventory and orders, and technician training, scheduling and assignments
July 2019 Closing: 5/23/19 Materials Due: 6/4/19	Technology-based insurance: Ways to track trucks and drivers to ensure they're staying compliant and helping to reduce your rates	<ul style="list-style-type: none"> • Vendors that provide technology-based insurance products
	Trailer maintenance best practices	<ul style="list-style-type: none"> • Trailer makers, wheel-end providers, brake system companies, fifth-wheel companies, axle and suspension makers, aerodynamics systems providers, anti-corrosion product suppliers
	Flatbed Trailers: Detailed trends and updated specifications on popular flatbed models from leading suppliers	<ul style="list-style-type: none"> • Flatbed trailer makers, wheel-end providers, brake system companies, fifth-wheel companies, axle and suspension makers, anti-corrosion product suppliers
	Driver wearables	<ul style="list-style-type: none"> • Makers and sellers of driver wearables
	Automatic slack adjuster maintenance and inspections	<ul style="list-style-type: none"> • Makers and sellers of automatic slack adjusters, software to track equipment maintenance and repairs
August 2019 Closing: 6/8/19 Materials Due: 7/10/19	<i>CCJ</i> Top 250 For-Hire Carriers: Annual ranking of for-hire carriers and trends in merger and acquisition activity.	<ul style="list-style-type: none"> • All advertisers
	Blockchain Applications in Trucking: The latest developments in how these open distribution ledgers that can record verifiable, unalterable transactions between two parties can benefit carriers, shippers, and brokers.	<ul style="list-style-type: none"> • Manufacturers and suppliers of technology-based products for the transportation industry, such as transportation management software systems for operations, dispatch and safety; as well as portable and in-cab systems for remote workers.
	App-Based Pre-Trip Inspection Platforms: The latest methods and technologies available to fleets and drivers to help make pre-trip inspections of trucks and trailers easier and more efficient and accurate	<ul style="list-style-type: none"> • Manufacturers and suppliers of maintenance-based technology products for the transportation industry, such as maintenance management software, telematics-based inspection and diagnostics software
	Platooning: Highlighting the latest developments in technologies to establish virtual links between trucks to maximize safety and fuel efficiency	<ul style="list-style-type: none"> • Manufacturers and parts suppliers of trucks, automated driver assistance/safety systems and other technologies
	Unconventional Axles: 6x2s, hybrid electrics and adaptable load lift axles	<ul style="list-style-type: none"> • Manufacturers and parts suppliers of axles, suspensions, wheels and wheel ends, trucks and trailers.