

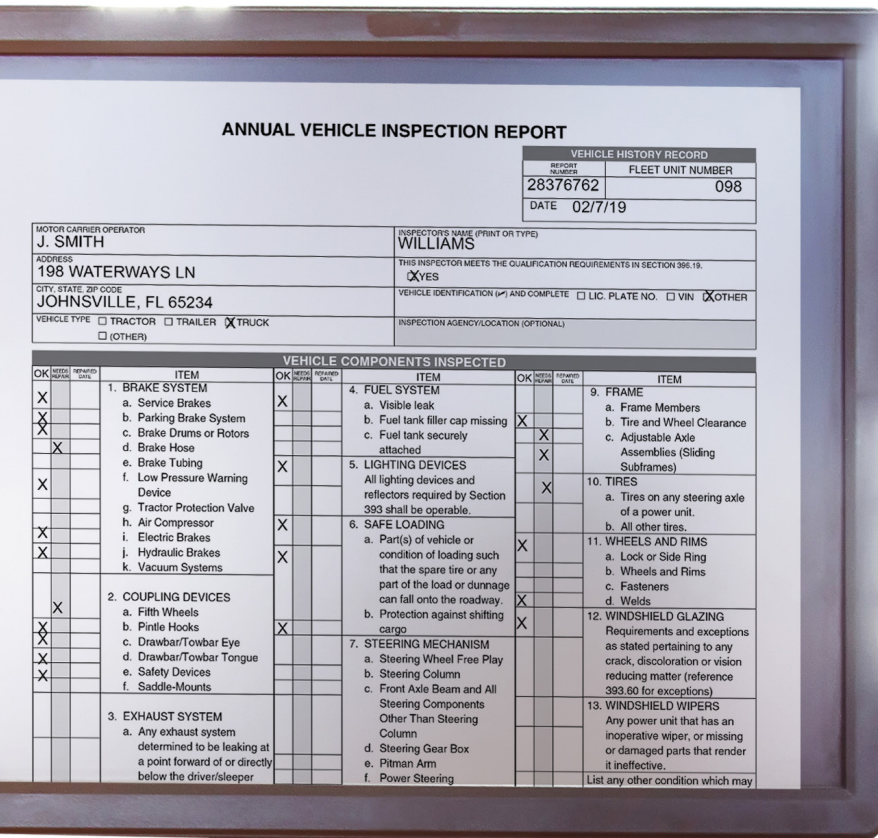


Trucking and construction will need 75K new technicians by 2022.

**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:**

<b>March</b>	<b>State of the Technician Shortage</b> 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.
<b>June</b>	<b>Best Practices in Recruiting Technicians</b> Coverage of enrollment efforts by vocational-technical schools, non-traditional high school programs, community colleges, national programs, former military, and more.
<b>September</b>	<b>Best Practices in Retaining Technicians</b> Focus on apprenticeships, training models, pay models, hiring local, setting expectations for new-hires, and more.
<b>December</b>	<b>State of the Future</b> 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 the print editions of *CCJ*, *Truck Parts & Service* and *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 upcoming four-part special reports.**