

2025



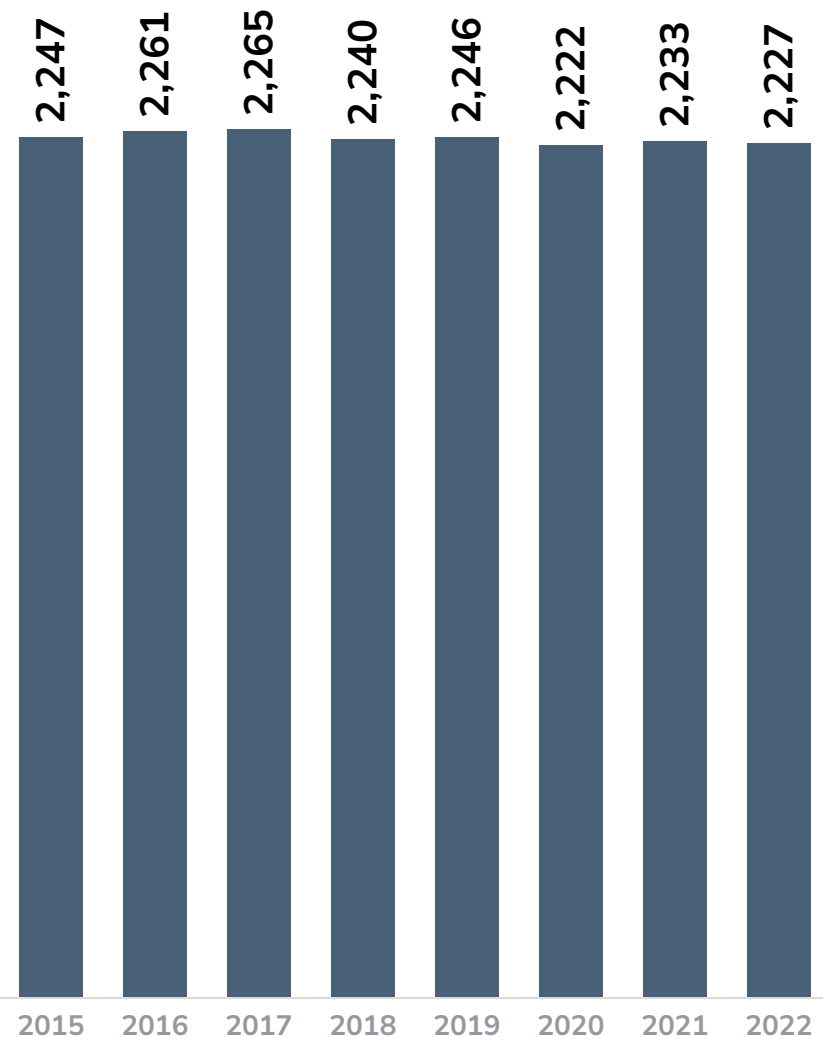
MEDIA GUIDE



Truck Dealer and Aftermarket Market Overview

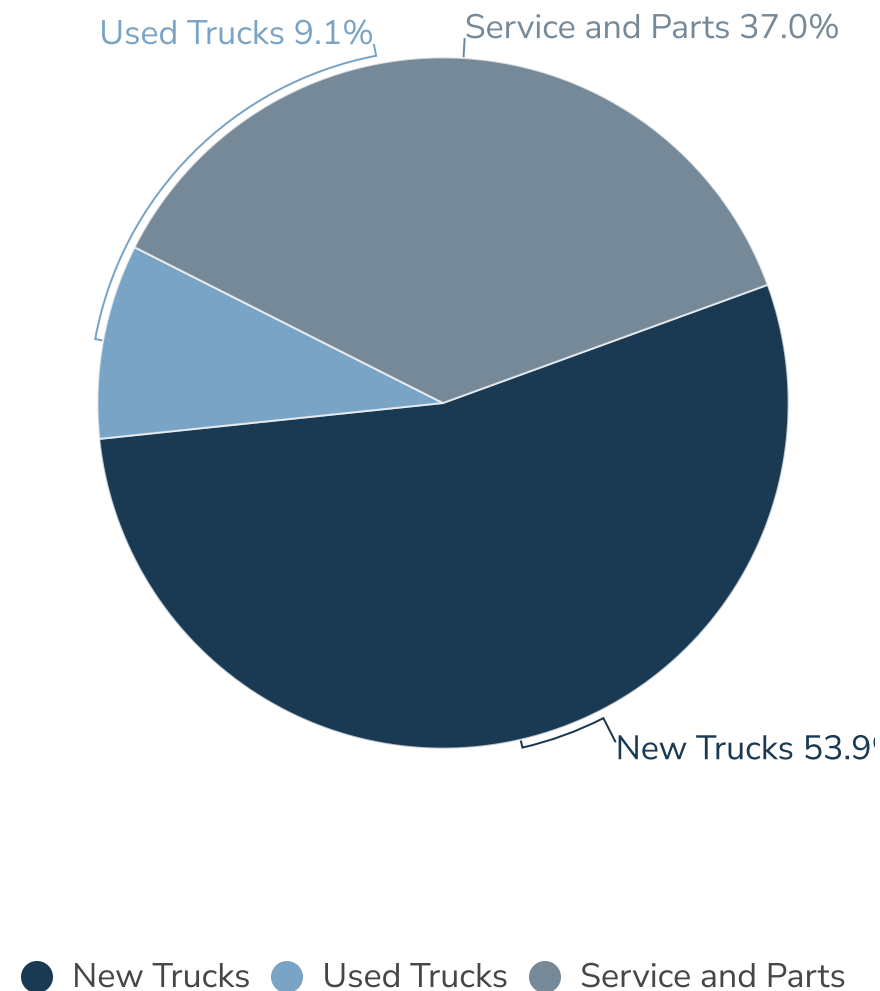
Dealers

While the total number of dealers continues to fall due to consolidation, locations remain fairly stable.



Total U.S. Rooftop Count, by Year

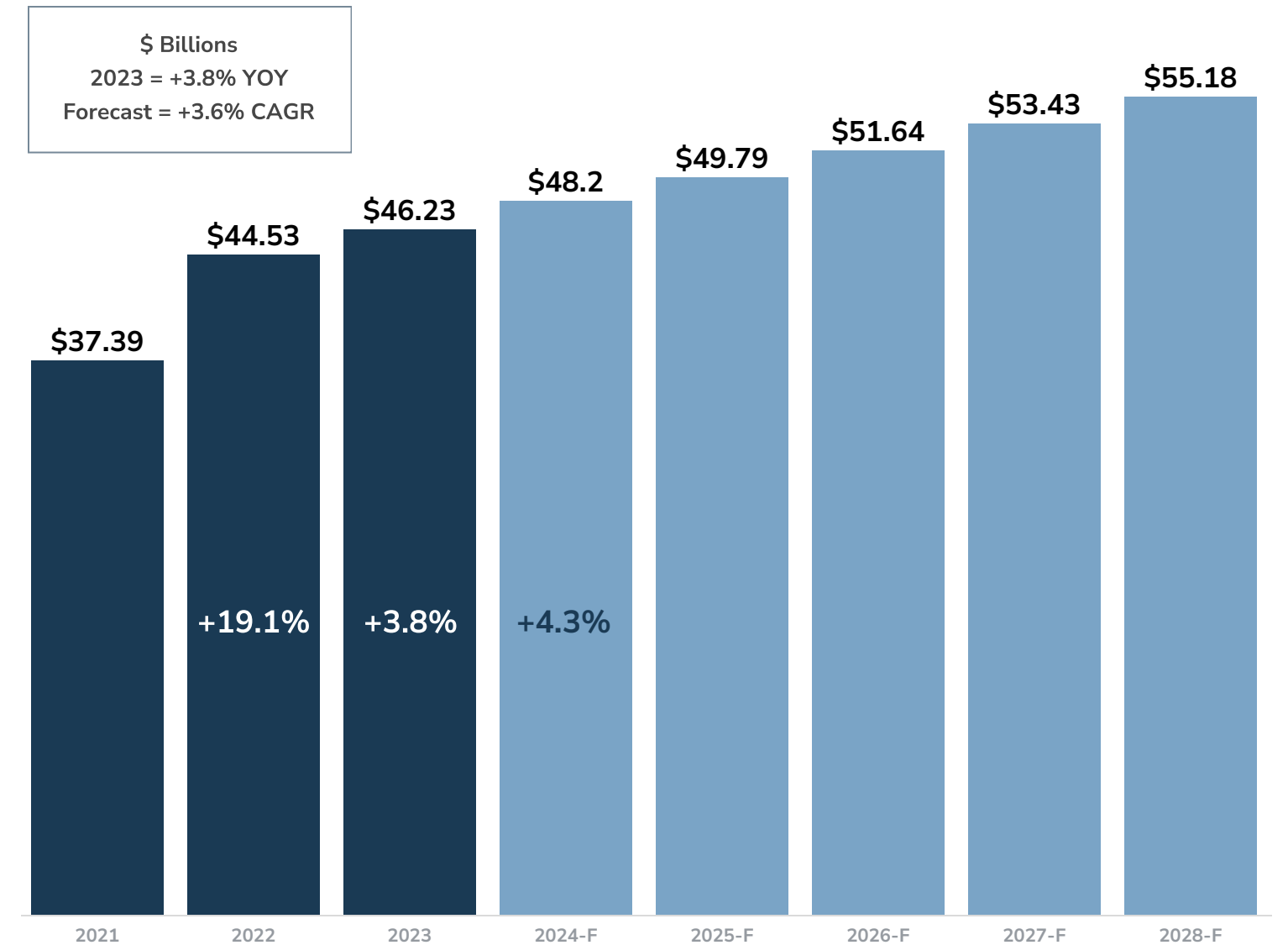
Despite allocation and market softening, new truck sales still account for a majority of dealer revenues.



Total Dealership Sales Dollars

Aftermarket - Parts and Repair

The trucking aftermarket is a \$46 billion business, and one that's projected to grow 19% to over \$55 billion by 2028.



U.S. Aftermarket Demand – Class 6-8 trucks and trailers

Source: Source: ATD Data 2022

Source: MacKay & Company

Use our robust datasets to target, engage and influence your customers and prospects

TPS has the only pool of contacts available to reach the critical dealer, parts and repair sectors.

Our client partners leverage our dealer, parts and repair contacts through TPS and also on external platforms with programmatic marketing.



TPS's large and growing engaged audience



82K

Monthly
Pageviews



30K

Email
Addresses



534K

Tagged
Audience



24K

Social
Followers



18K

Newsletter
Subscribers



Want to reach other trucking segments?
Use TPS's sister brand, RigDig

1.3M
TRUCKING
ENTITIES

69K
FLEET
ENTITIES

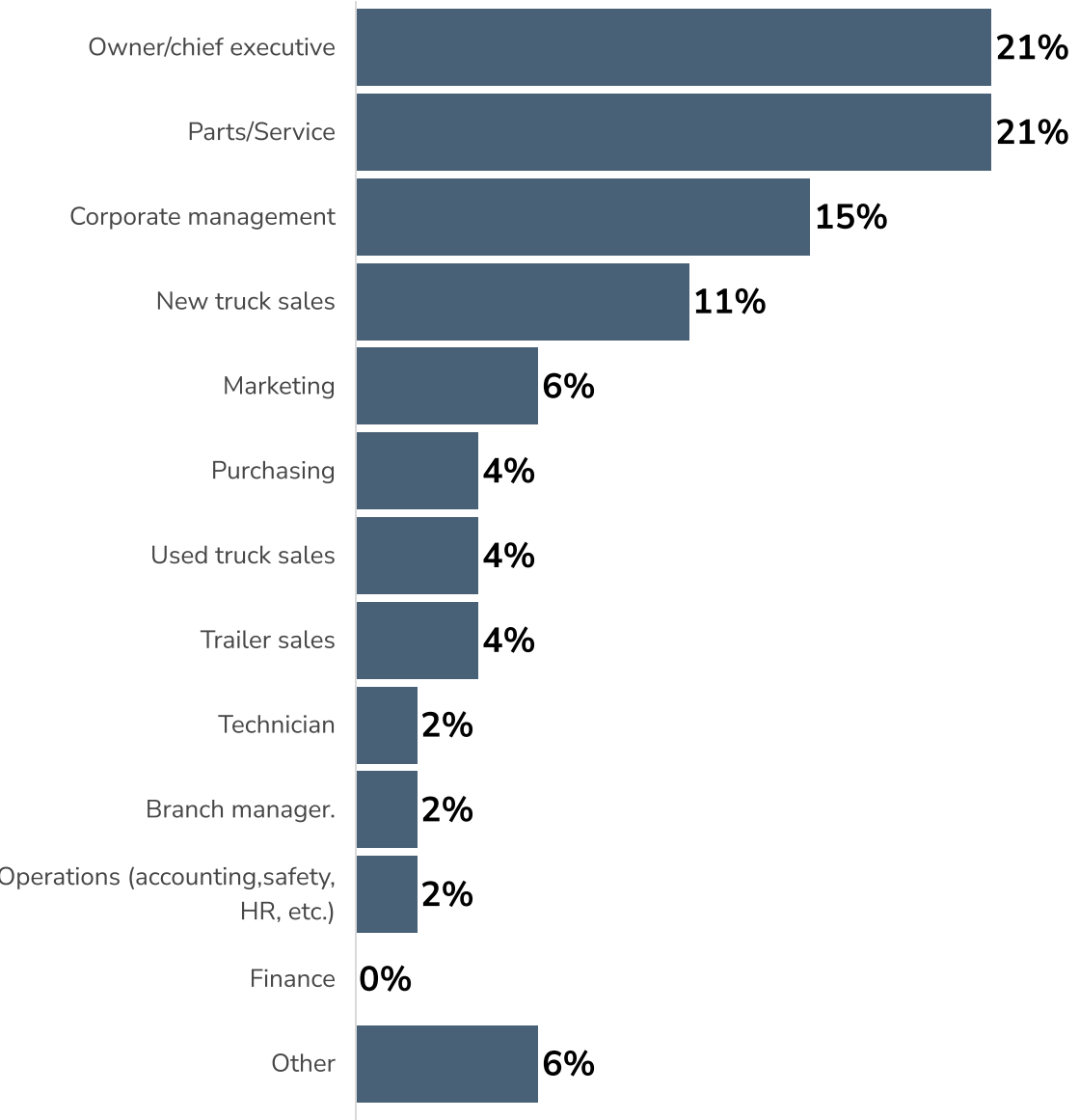
389K
OWNER-OPERATOR
ENTITIES

TPS: Access to an influential audience

TPS readers are **highly engaged professionals**, ranging from senior management to technicians as well as parts and service specialists.

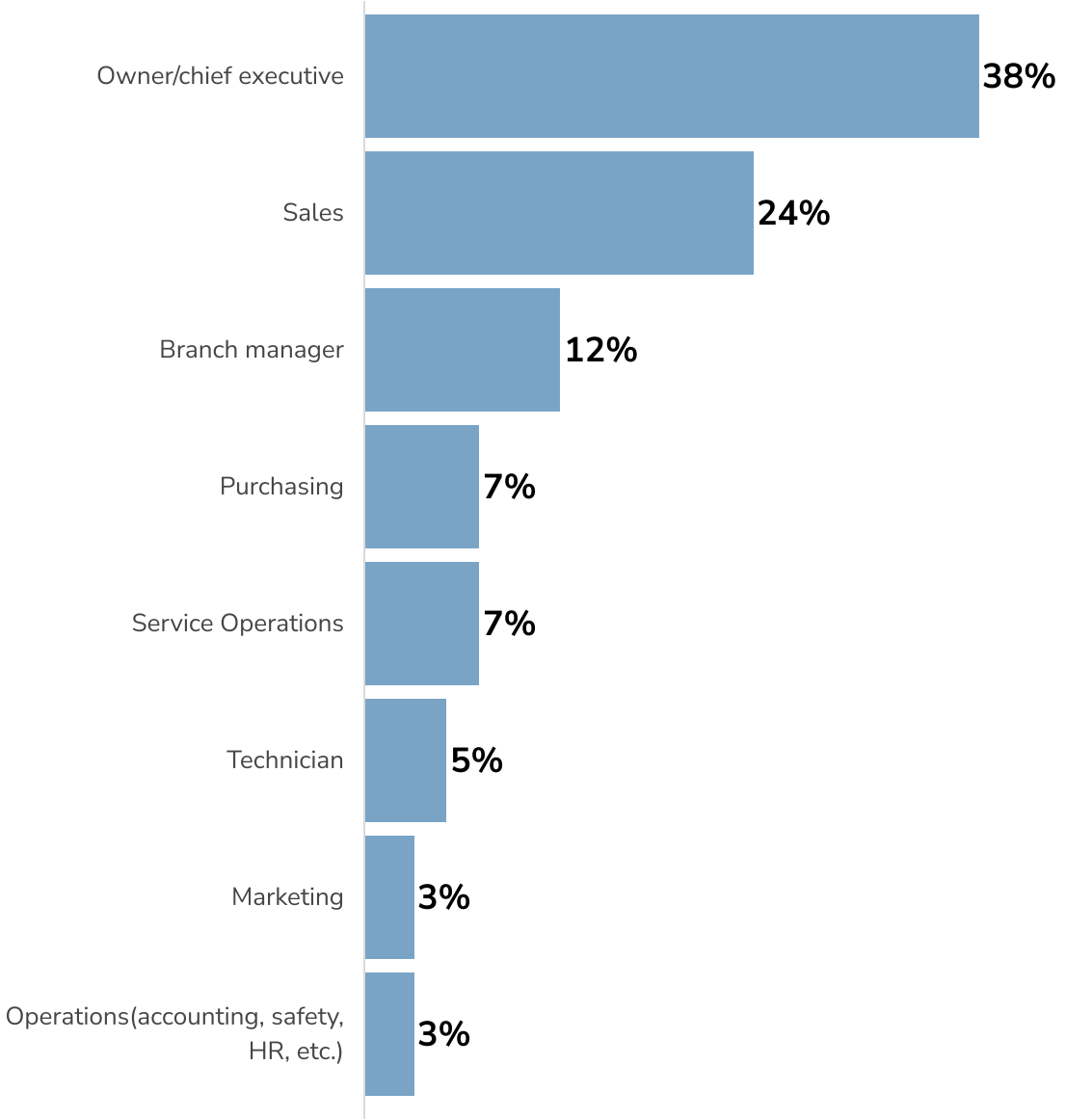
Dealers

Which best describes your role within the dealership?

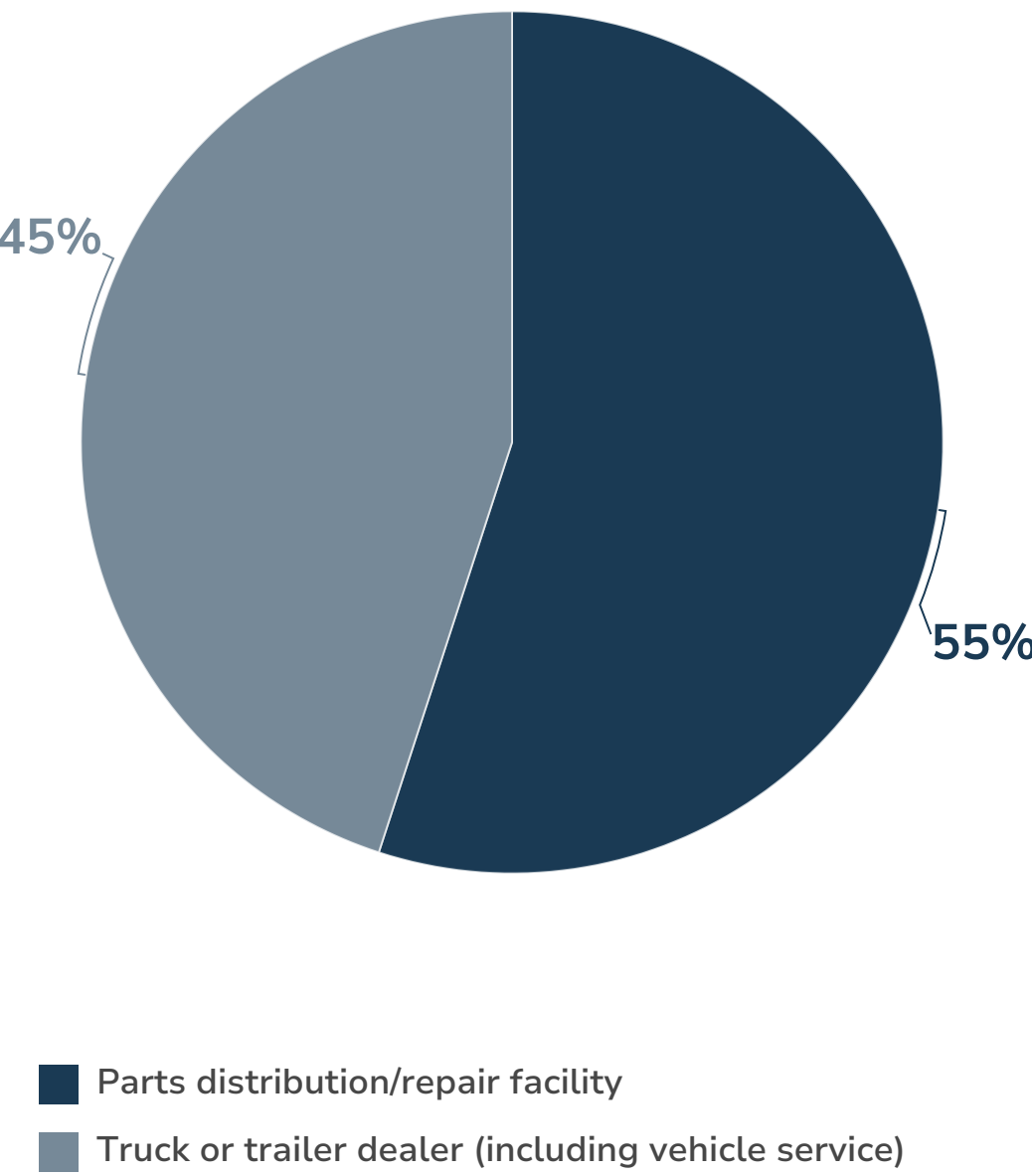


Distributors

Which best describes your role within the operation?



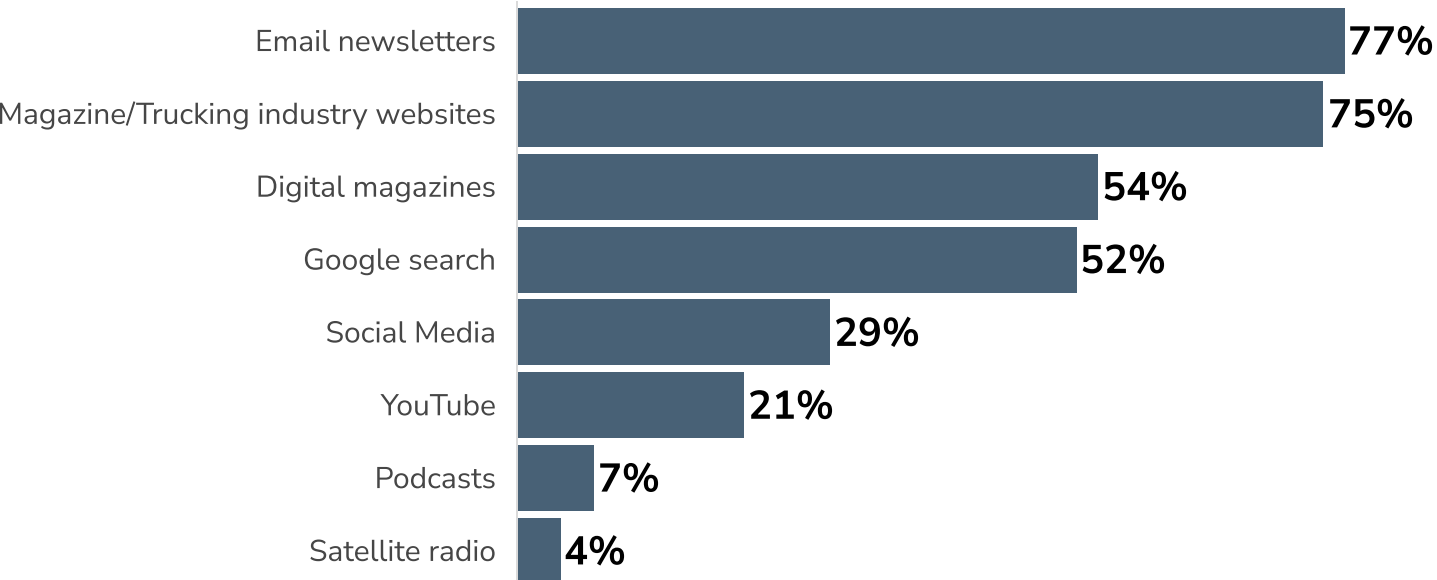
Type of Business



Source: 2022-2023 TPS Social Media and Connectivity Report

TPS Audience Stays Informed Across Multiple Channels

Top Sources for Industry Information



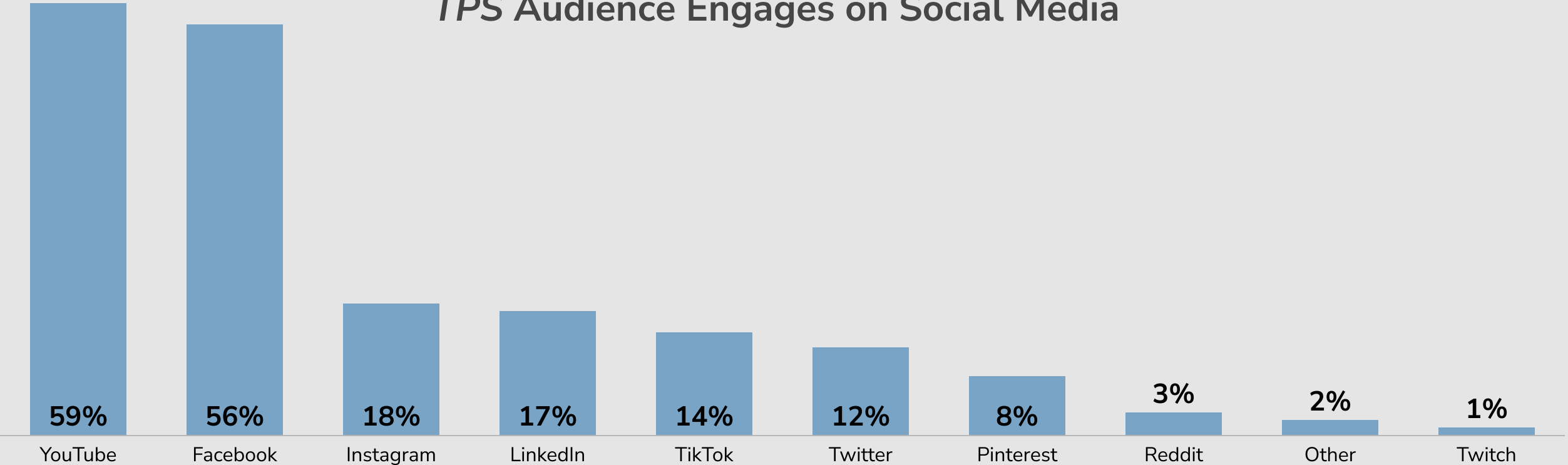
We know who's reading

Through TPS's unsurpassed audience insights, we know our content is being read by industry decision-makers.

Our known audience data includes:

- ✓ Name
- ✓ Title
- ✓ Company
- ✓ What they are reading
- ✓ How long they read
- ✓ Online behaviors

TPS Audience Engages on Social Media



Source: 2022-2023 TPS Social Media and Connectivity Report



Your Ad + Award-Winning Content = Higher Engagement

Across web, email, newsletters, webinars, video, social media and ad networks, *TPS*'s content team provides multiple ways to move your audience from consideration to decision.



Website

41K Unique Monthly Visits

When it comes to staying on top of up-to-the-minute industry news and business tips, aftermarket professionals turn to *TPS* online. The immediacy of this content provides opportunities to continually engage with your target audience, support conversion-based campaigns and drive traffic to your website.



Newsletters

TPS Daily Newsletter 18K Recipients

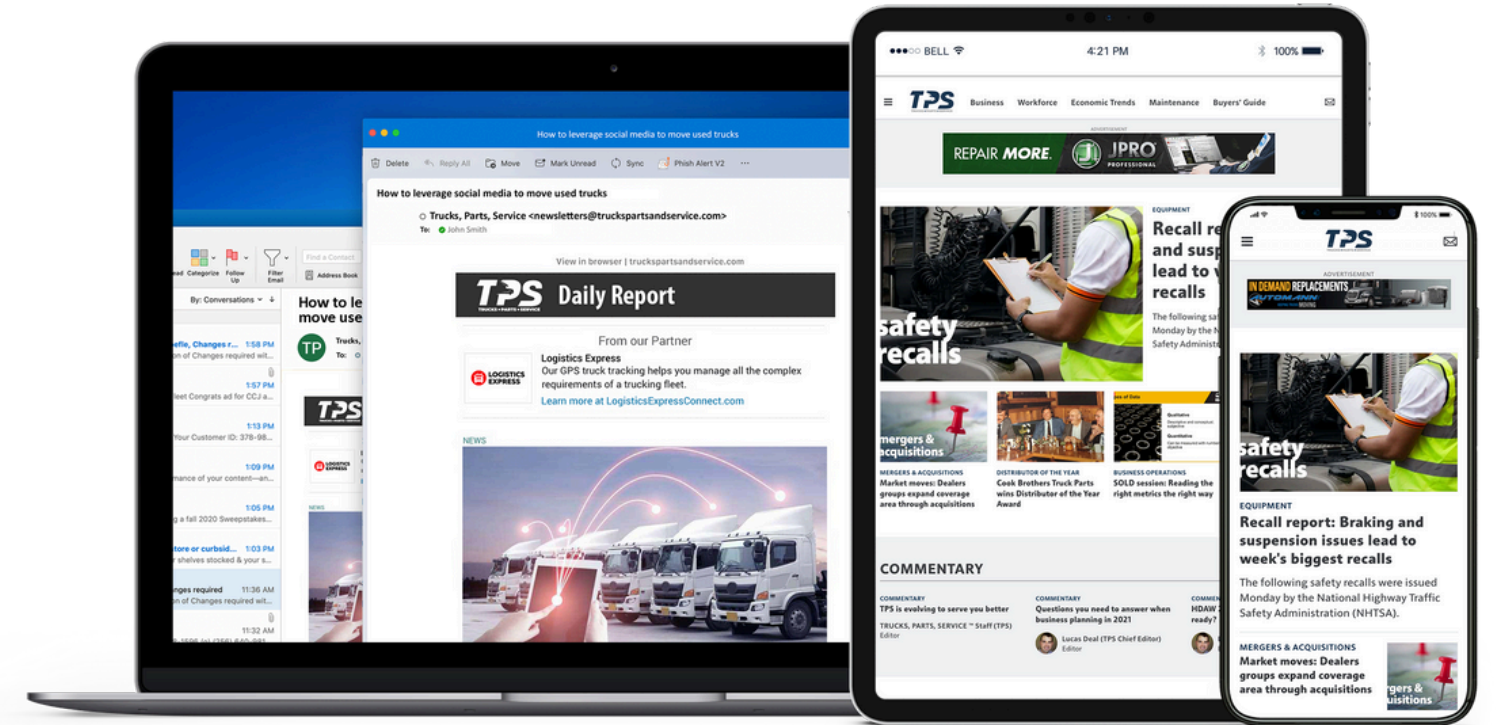
Delivers the latest industry headlines from suppliers and customers, and a means to continually reach your targeted prospects. Our dealer and aftermarket-centric weekly roundup newsletters are curated to focus on the biggest industry stories and key business tips. These two newsletters also offer recaps of top stories of interest for the dealer and aftermarket channels.

TPS Weekly 15K Recipients

The week's top aftermarket and dealer industry news.

Successful Dealer Weekly 8K Recipients

Top news and insights for commercial truck dealers.



77% of TPS readers get industry news from email newsletters and 75% get their news from magazine and trucking websites.

Source: 2022-2023 CCI Buyer Behavior and Connectivity Report

2025 Digital Specs

Digital Pricing

Our website ads are priced on a CPM (cost-per-thousand basis), which allows you to pay only for the performance you need and is based on a ROS (run-of-site) rotation. Once your monthly budget is set, your ads will display until your budget is at capacity. Additional investment options offer an exclusive sponsorship leaderboard position, as well as access to larger audiences.

truckpartsandservice.com Run-Of-Site: \$46 CPM

Additional Option: Sponsorship Leaderboard (Exclusive Position¹)
Weekly: \$6.9K | Monthly: \$23K

¹Sponsorship Leaderboard Position is sold exclusively and will not be rotated with any other advertiser during its weekly/monthly run.

Ad Specifications*



Desktop

- 970 x 90**
- 728 x 90**
- 970 x 250
- 300x250 with text



Mobile

- 320 x 100
- 300 x 250

*1 MB maximum file size ** Sponsorship Leaderboard Position

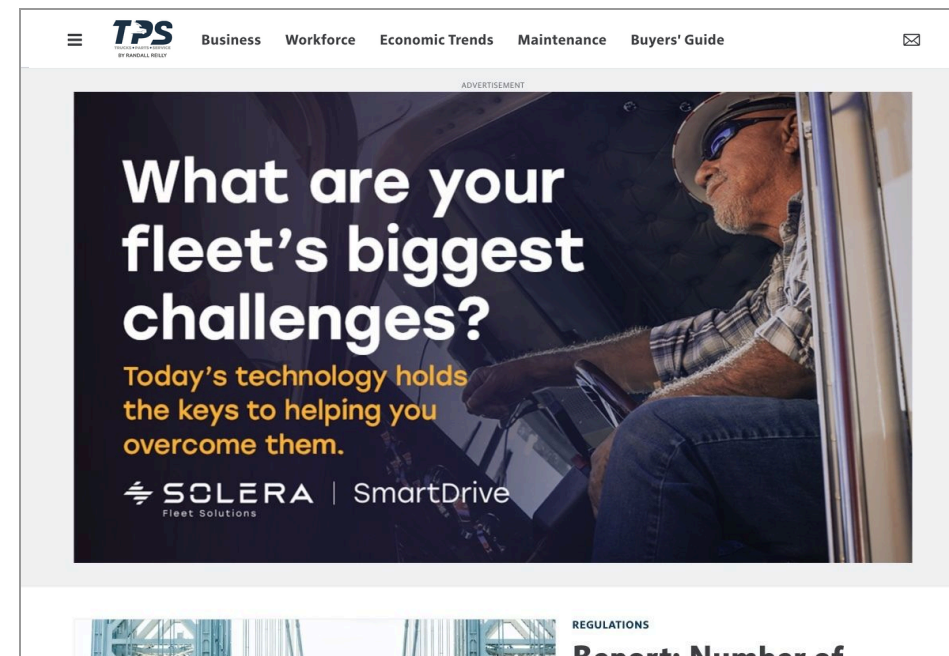


TPS premium ad positions

Check out our high-impact ways to reach *TPS's* dealer and aftermarket audiences

1. Welcome Ad

Place your messaging front and center when dealers and aftermarket decision-makers visit *TPS*. Your Welcome Ad creative appears on first click. Visitors see your creative with no competition from other ads. Available for desktop and mobile devices.



Specifications:

Desktop: 1060x596

Tablet: 736x414

Mobile: 428x241

Price: \$1,725/week

2. XL in Content

This high-impact ad position appears within the body of articles – so your message gets noticed as visitors read on desktop or mobile devices. Position supports static or video creative.

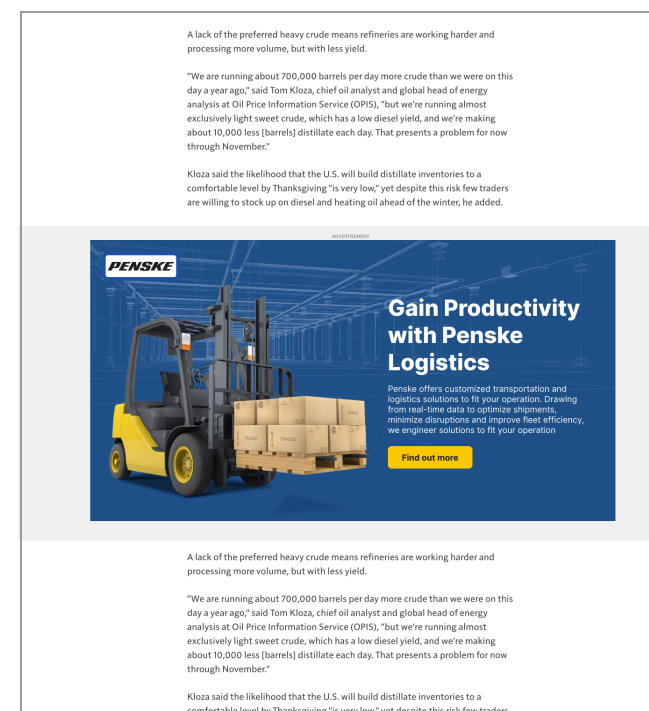


Specifications:

Desktop: 1124x600

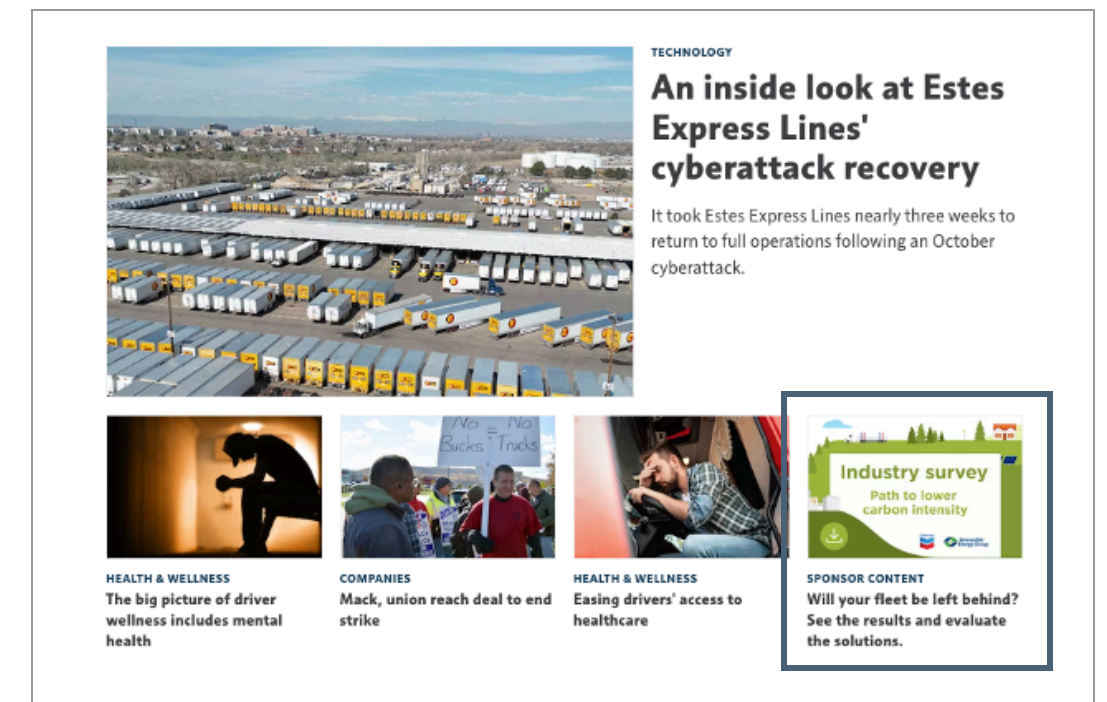
Mobile: 430x720

Price: \$2,300/week



3. Featured Sponsor

When you want the top position available to showcase your content, consider the Featured Sponsor position on our homepage and within Top Stories. This position can take users to your site or a landing page we build for you.



Specifications:

Image size: 500x334

Text: 175 character limit

Sponsor name

Price: \$1,450/week

Brand Newsletter Ad Positions & Pricing

Ad Specifications

Ad Type	Specs	Format
1. Sponsorship Leaderboard Text Ad (Exclusive Position)	<ul style="list-style-type: none"> Logo image: 115x86 Sponsor name Text: 120 character limit CTA Text and Link 	JPG or PNG
2. Premium Text Ad (Rotating Position)	<ul style="list-style-type: none"> Logo image: 115x86 Image: 500x334 Sponsor name Text: 120 character limit CTA Text and Link 	JPG or PNG
3. Native Articles (Rotating Position)	<ul style="list-style-type: none"> Title Teaser: 175 character limit No thumbnail image in the newsletter 	N/A

Customers on a rotating position can submit all/or any of the above listed sizes for maximum exposure.

Newsletter	Circulation	Top Position*	Rotating Position*
TPS Daily Report 5x per week	18K	\$4,025	\$3,450
TPS Weekly 4x per month	15K	\$3,450	\$2,300
Successful Dealer Weekly 4x per month	8K	\$3,450	\$2,300

*Top position sold exclusively. Monthly rates shown.

Rotating ads ensure equal exposure between 5 ad positions for dailies and 4 ad positions for weeklies.

View in browser | TPSmagazine.com

TPS Daily Report

From our Partner

Logistics Express
Our GPS truck tracking helps you manage all the complex requirements of a trucking fleet.
[Learn more at LogisticsExpressConnect.com](#)

NEWS

How to leverage social media to move used trucks
An online presence these days is practically a requirement for businesses and it's no different for dealers selling used heavy-duty trucks and trailers.

Advertisement

Logistics Express
Our GPS truck tracking helps you manage all the complex requirements of a trucking fleet.
[Learn more at LogisticsExpressConnect.com](#)

NEWS

Penske Truck Leasing opens Utah location
Penske Truck Leasing has opened a new consumer and commercial truck rental, full-service truck leasing and contract truck fleet maintenance facility in Lindon, Utah.

How to troubleshoot turbochargers
Sometimes a truck will come into the shop with the owner claiming there's something wrong with the turbocharger. While that might be true...

Advertisement

PlayArrow
We're on a mission to arm truckers with the information, technology, and know-how to take control of their business and feel the freedom of being an independent owner-operator again.
[Learn more at PlayArrow.com](#)

NEWS

Transervice providing fleet maintenance services
Transervice Logistics is partnering with Day & Ross to provide fleet maintenance services at its Romeo, Mich.. facility.

DATA SNAPSHOT

Median Employee Driver Age

Median age for the driver population remains well above the U.S. average of 42, and average pay in the for-hire industry (national, irregular route van drivers) was just two-thirds of that of private fleet drivers.

SPONSORED CONTENT BY SHELL

Saving with Synthetics
You may know what a synthetic lubricant is, but do you know how they really protect, perform and last? Synthetic lubricants provide you with many long-lasting benefits because it is their nature to solve problems.

READER RIGS

Sam Redmon's 2007 Peterbilt 379
Sam Redmon owns this 2007 Peterbilt 379 and hauls mostly refrigerated products in his Redmon Transport operation

FEATURED RESOURCES

SPONSORED WHITEPAPER

How Business Leaders are Moving Freight Logistics to the Digital Landscape
For effective commercial vehicle asset utilization, collaboration is essential under any circumstances. But only by creating a true community of transportation industry stakeholders...

PODCAST

Rumble strips ahead: How to manage for downside risk in turbulent trucking times
Whatever your own business's individual situation, there's something for you in this talk with Gary Buchs and Kevin Rutherford in large part on best practices in a time like the present.

E-BOOK

The Air Brake Book, 10th Edition
We're proud to bring you the Air Brake Book, 10th Edition. Since we published the last edition, the industry has seen several regulations and safety initiatives that have impacted the stopping requirements...

f | Instagram | YouTube | Twitter

ACCELERATE!

Your content marketing campaign performance and ROI

Our Accelerate! platform connects our proprietary data insights with our media audiences' behavioral intent signals, letting us deliver the right message to the right audience at the right time, on the most effective channels.

We'll host your gated (lead-gen) or ungated content within *TPS's* Partner Insights on the homepage, in articles and on the *TPS* Daily newsletter, then drive qualified traffic to it by promoting it across multiple channels.

The best part? You get exclusive, in-depth reporting on campaign analytics AND insights into our known audience that has engaged with your content!

- ✓ Build your custom audience
- ✓ Post your content – articles, white papers, video – within *TPS's* Partner Insights
- ✓ Activate multi-channel promotions
- ✓ Glean insights into campaign performance through your personalized dashboard
- ✓ View companies and job functions from our known audience that engage with your content
- ✓ Optimize your campaign based on what content resonates

[Related: [Congress floats third effort to block speed limiter mandate](#)]

PARTNER INSIGHTS

Information to advance your business from industry suppliers

What are your fleet's biggest challenges?
Today's technology holds the keys to helping you overcome them.
← SOLERA | SmartDrive

PRESENTED BY SOLERA
What are your fleet's biggest challenges?

How to Create an Electric Vehicle Charging Ecosystem for Trucking Fleets

PRESENTED BY NIKOLA CORPORATION

Compare lower carbon solutions.

- Biodiesel
- Hydrogen
- Electric
- CNG
- LNG

PRESENTED BY CHEVRON RENEWABLE ENERGY GROUP
Find the best fit for your fleet to reach your lower carbon intensity targets. **COMPARE NOW .**

Wildfires prompt HOS exemptions in Canada

Wildfires in western Canada have prompted Transport Canada to grant

Partner Insights Campaign
June 2024 - August 2024

Select date range



Last Updated: Wed Sep 04, 2024 10:15:48 AM

Engaged Users Reporting Table

Company Name	Job Title	Job Function	Engagements	Leads
INLAND TRUCK PARTS CO	CFO	EXECUTIVE	2	0
WELDON PARTS	OPERATIONS	OPERATIONS	1	0
P M TRUCK REPAIR INC	OWNER	CORPORATE MANAGEMENT/OWNER	1	0
FREEWAY TRUCK SALES INC	PRESIDENT DIRECTOR	EXECUTIVE	1	0
MID AMERICA DIESEL	OWNER	CORPORATE MANAGEMENT/OWNER	1	0
PENSKE	MAINT MGR	MAINTENANCE	1	0
ADELMANS TRUCK PARTS CORPORATION	DIRECTOR	EXECUTIVE	7	0
FLINT EQUIPMENT CO	GENERAL PARTS MANAGER	MAINTENANCE	6	0
STANDARD EQUIPMENT COMPANY	PRESIDENT	CORPORATE MANAGEMENT/OWNER	6	0
ANDERSON SERVICE	PARTS MGR	MAINTENANCE	5	0
OSC AUTOMOTIVE	OWNER	CORPORATE MANAGEMENT/OWNER	3	0
USMOTORWORKS	CEO PRESIDENT	CORPORATE MANAGEMENT/OWNER	3	0
HAD TRUCK REPAIR	TECHNICIAN/MECHANIC	MAINTENANCE	2	1
MERJ FLEET SERVICES, INC	PRESIDENT	CORPORATE MANAGEMENT/OWNER	1	1
GULF RELAY LLC	SR DIRECTOR OF MAINTENANCESAFETY	MAINTENANCE	2	0
BOCAS BEST AUTO TRANSPORT	(954) 299-5706	OWNER OPERATOR	2	0

401 - 500 / 1113 < >

CONTENT STUDIO

The average buyer consumes 5-8 pieces of content* before making a buying decision

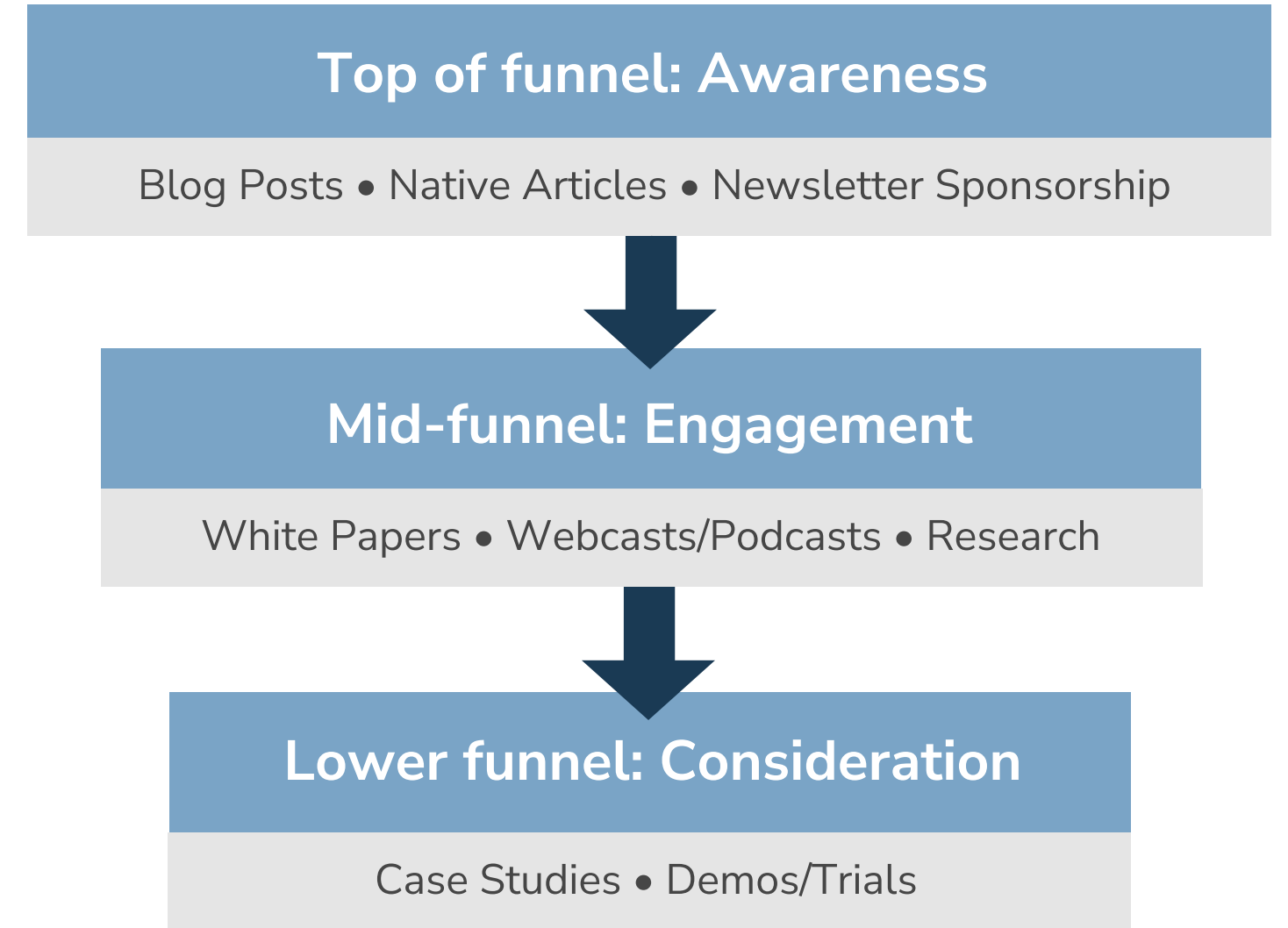
Will your message cut through the clutter?

Our Content Studio team includes content creators with decades of award-winning journalism experience in transportation and other essential industries. And because our storytelling engages audiences, we also have the deepest buyer persona data sets and the means to target your specific audience.

We know your target audience and their needs

- Construction Industry
- Industry Characteristics
- Personal Goals
- Trucking Industry
- Skillsets
- Pain Points/Blockers
- Titles
- Job Description
- Topics of Interest
- Demographic Information
- Professional Goals
- and more...

*Forrester



The Content Studio Process

1 Discovery Workshop

- Target audience
- Challenges
- Goals

2 Audience-Building Plan

- Personas
- Content
- Distribution recs beyond native

3 Plan Execution

- Custom audience
- Content approved
- Content deployed

4 Tracking & Performance

- Bi-weekly reviews
- Optimization recommendations

[Check out examples of our work](#)

Custom events offer opportunities to showcase your brand

Distributor of the Year

Nearly 50 aftermarket businesses have been honored as finalists or crowned winner of the annual *Trucks, Parts, Service* Distributor of the Year Award since its inception in 2002. We've recognized large, multi-state and regional entities and shined our light on small, local, single-location operations. The award is given each year during Heavy Duty Aftermarket Week with an on-stage presentation, banquet and winner's luncheon.



Successful Dealer Award

Now in its 12th year, the *Successful Dealer* Award is the industry's premier event highlighting the best and brightest medium- and heavy-duty truck dealers. Sponsors receive recognition throughout editorial coverage and during the two-day event, multiple speaking opportunities during dealer roundtable and awards banquet, two nights hotel, meals and entertainment for two sponsor representatives.



Trailblazer Award

Presented by *Successful Dealer*, the Trailblazer Award showcases the nation's top trailer dealers. The awards ceremony and banquet are held in conjunction with the National Trailer Dealers Association annual convention. Sponsors receive recognition within editorial coverage, custom signage, logo on trophy and plaques and opportunity to make brief remarks during the program.



[Photo Gallery](#)

Reach the right dealer and aftermarket targets with our data-driven digital marketing

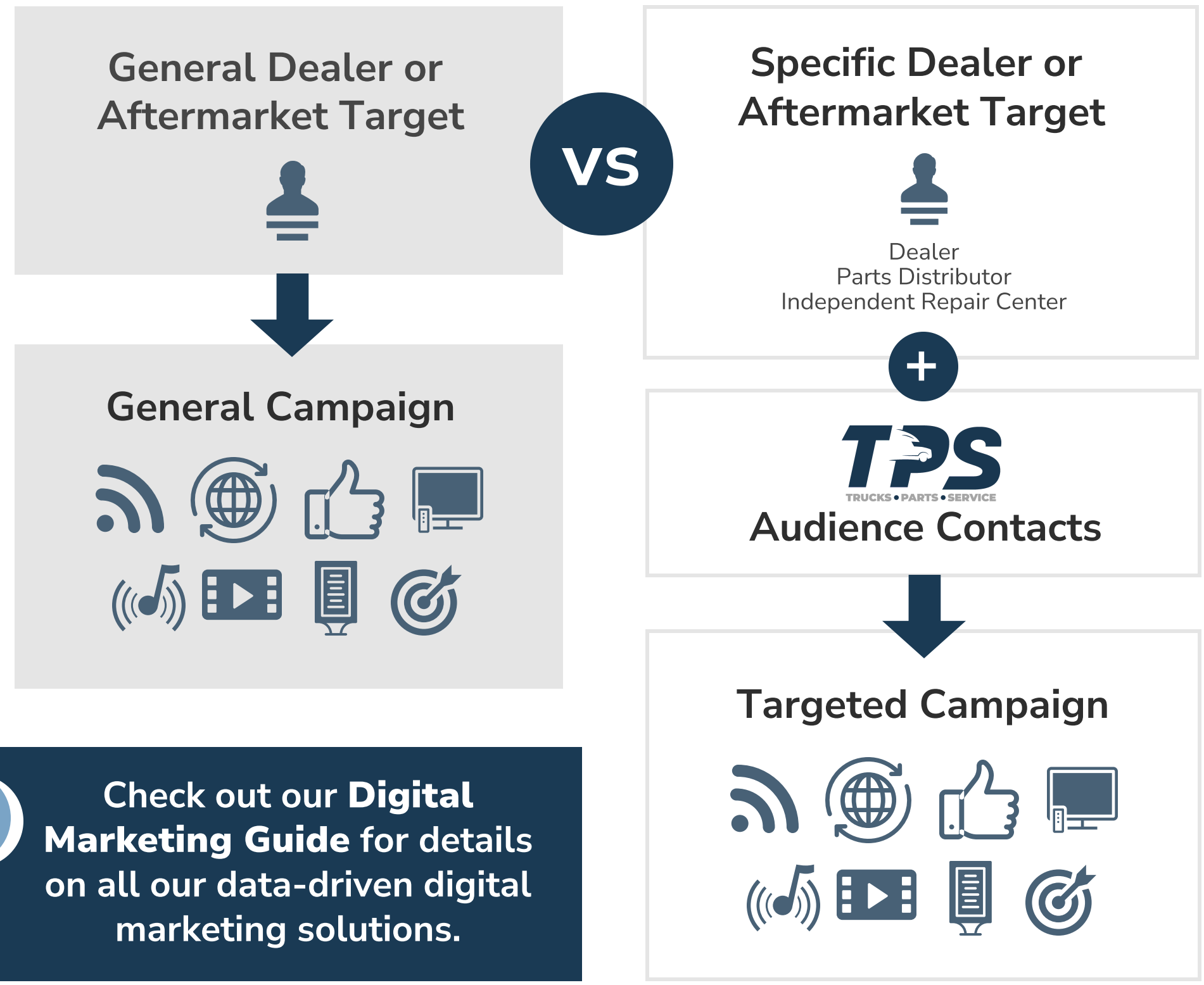
1 We identify the audience you want to reach

- Dealers
- Parts distributors
- Independent repair centers

2 We then match your list with our *TPS* audience contacts

3 Finally, we run your highly targeted campaign across various channels and tactics, such as:

- Facebook
- Google
- LinkedIn
- YouTube
- Tik Tok
- Native Display
- Targeted Display
- CTV/OTT
- Programmatic Audio
- Our Media Websites
- Account-Based Marketing



Contact Us!

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