



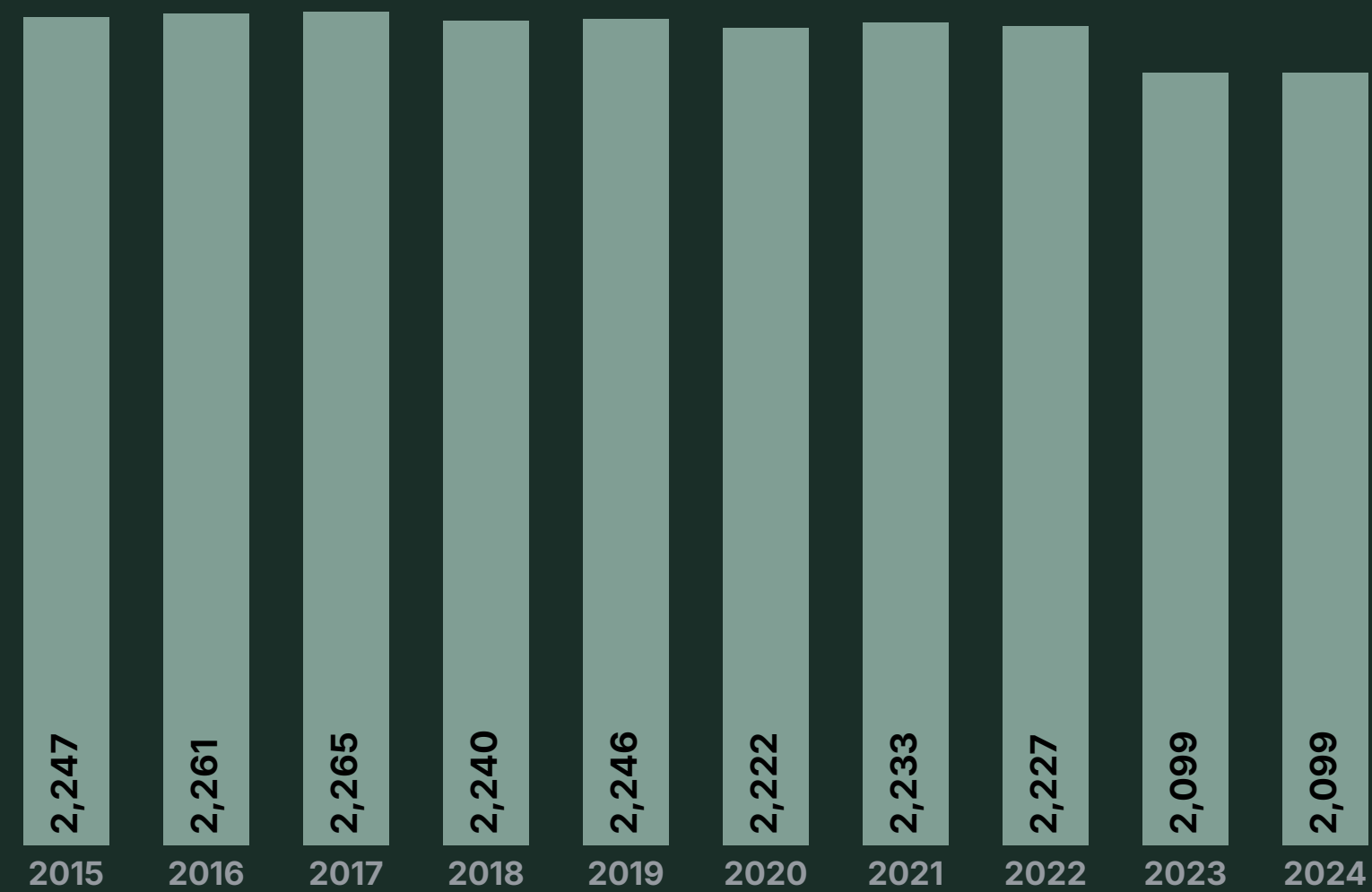
2026

# Media Guide

FUSABLE

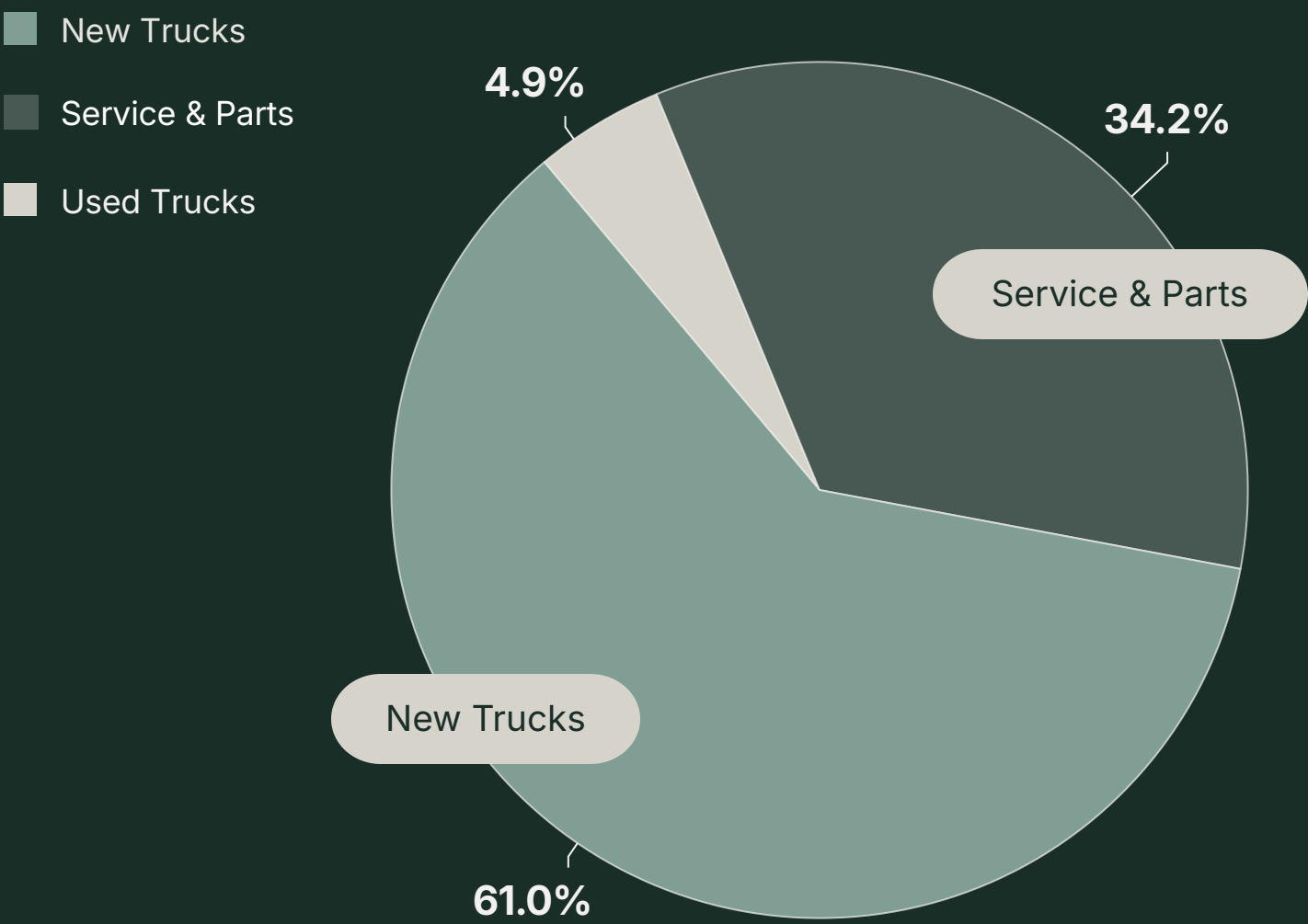
# Truck Dealer Market Overview

Total U.S. Rooftop Count, by Year



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

Total Dealership Sales Dollars



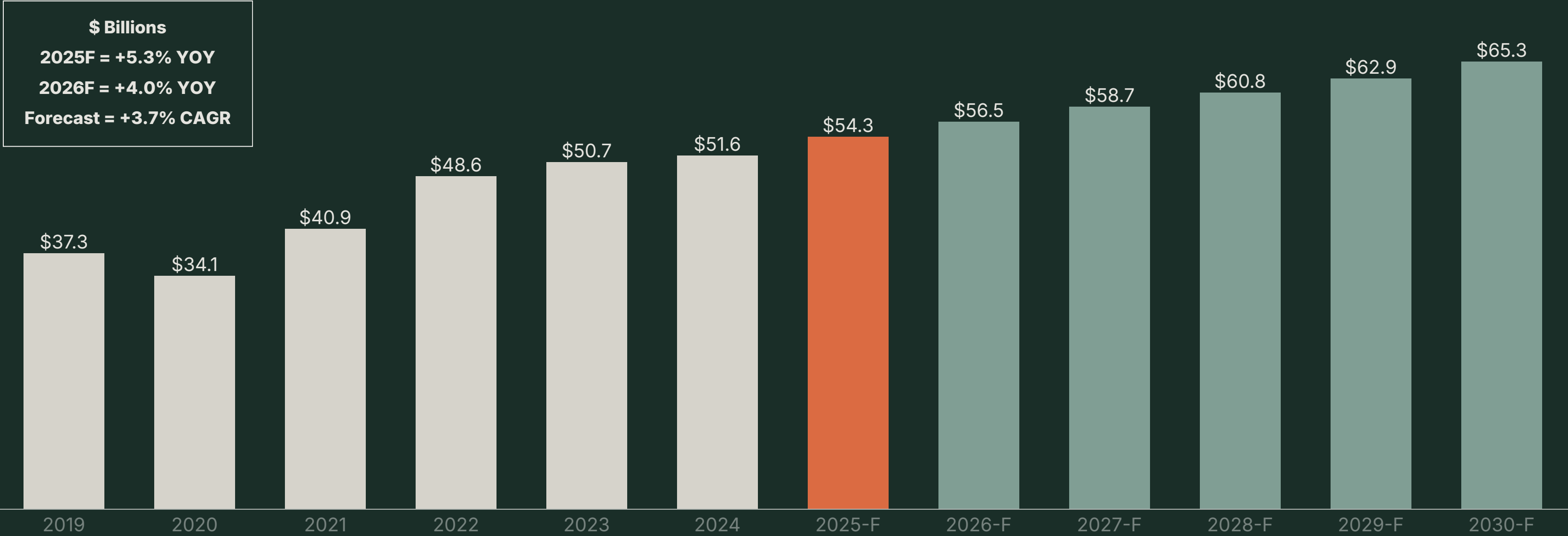
Despite allocation and market softening, new truck sales still account for a majority of dealer revenues.

Source: Source: ATD Data 2025

# Aftermarket Market Overview

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

The trucking aftermarket is a \$54 billion business, and one that’s projected to grow 20% to over \$65 billion by 2030.



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 engaged audience

63K

Monthly pageviews

12K

Active newsletter subscribers

341K

Tagged audience

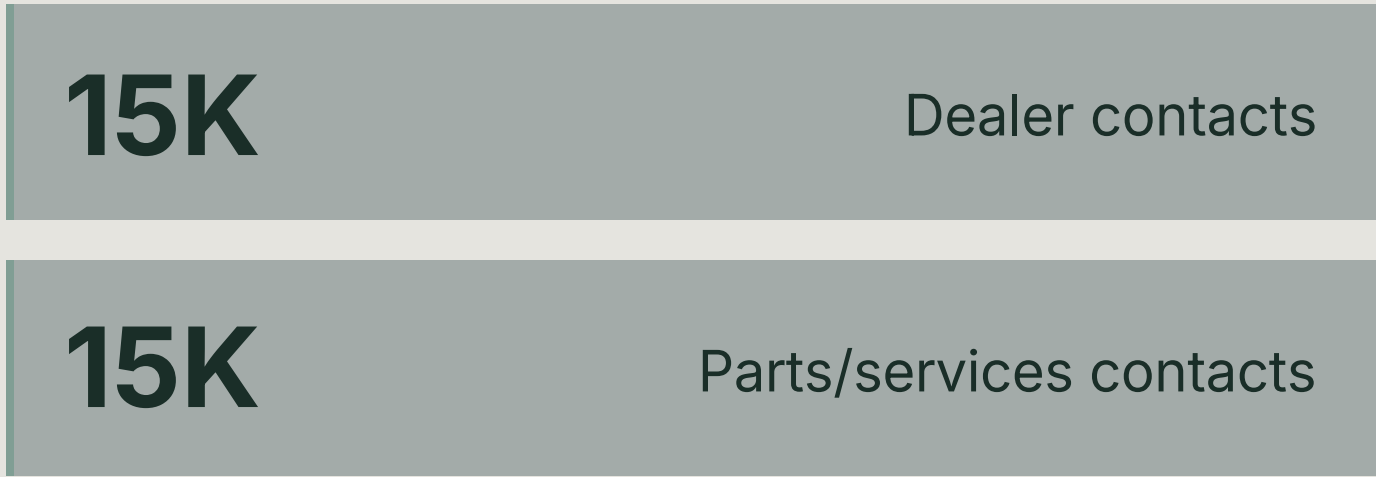
25K

Social followers

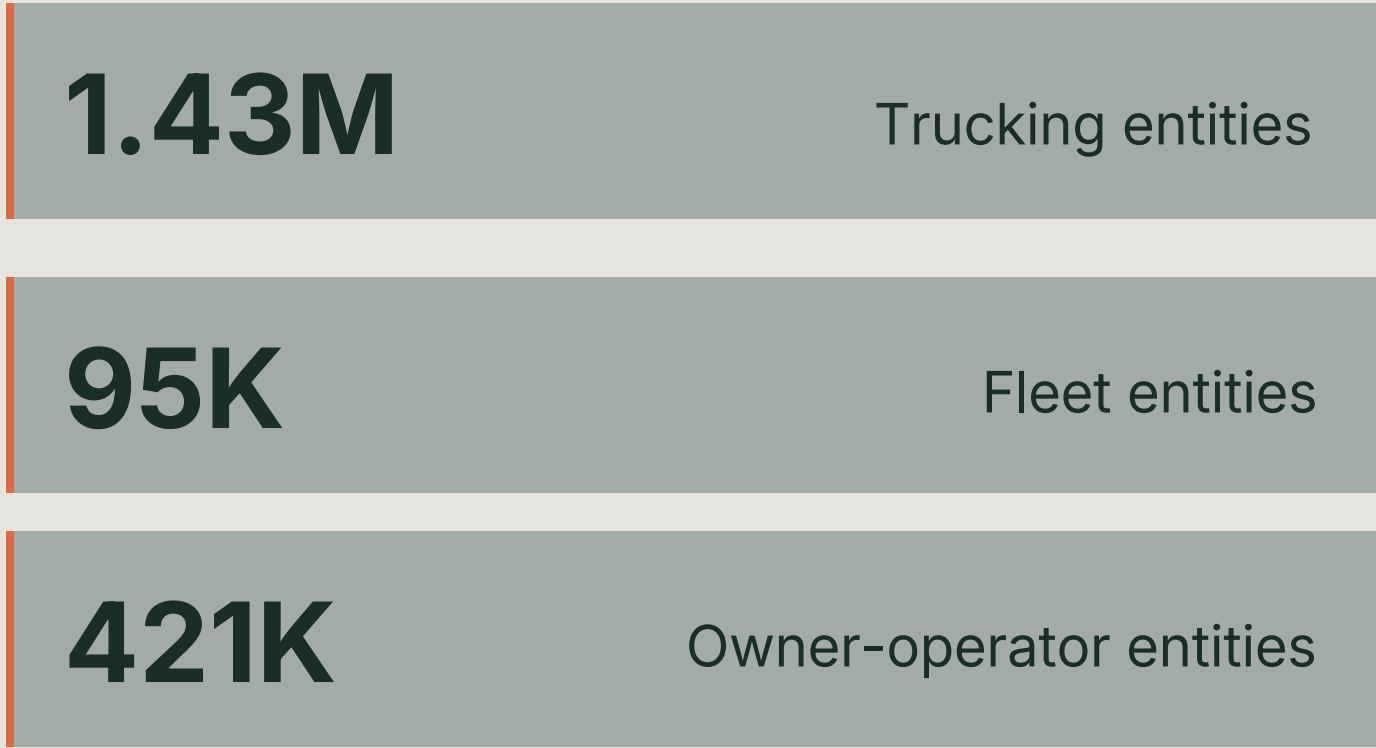
20K

Email addresses

Reach dealer, parts and repair contacts



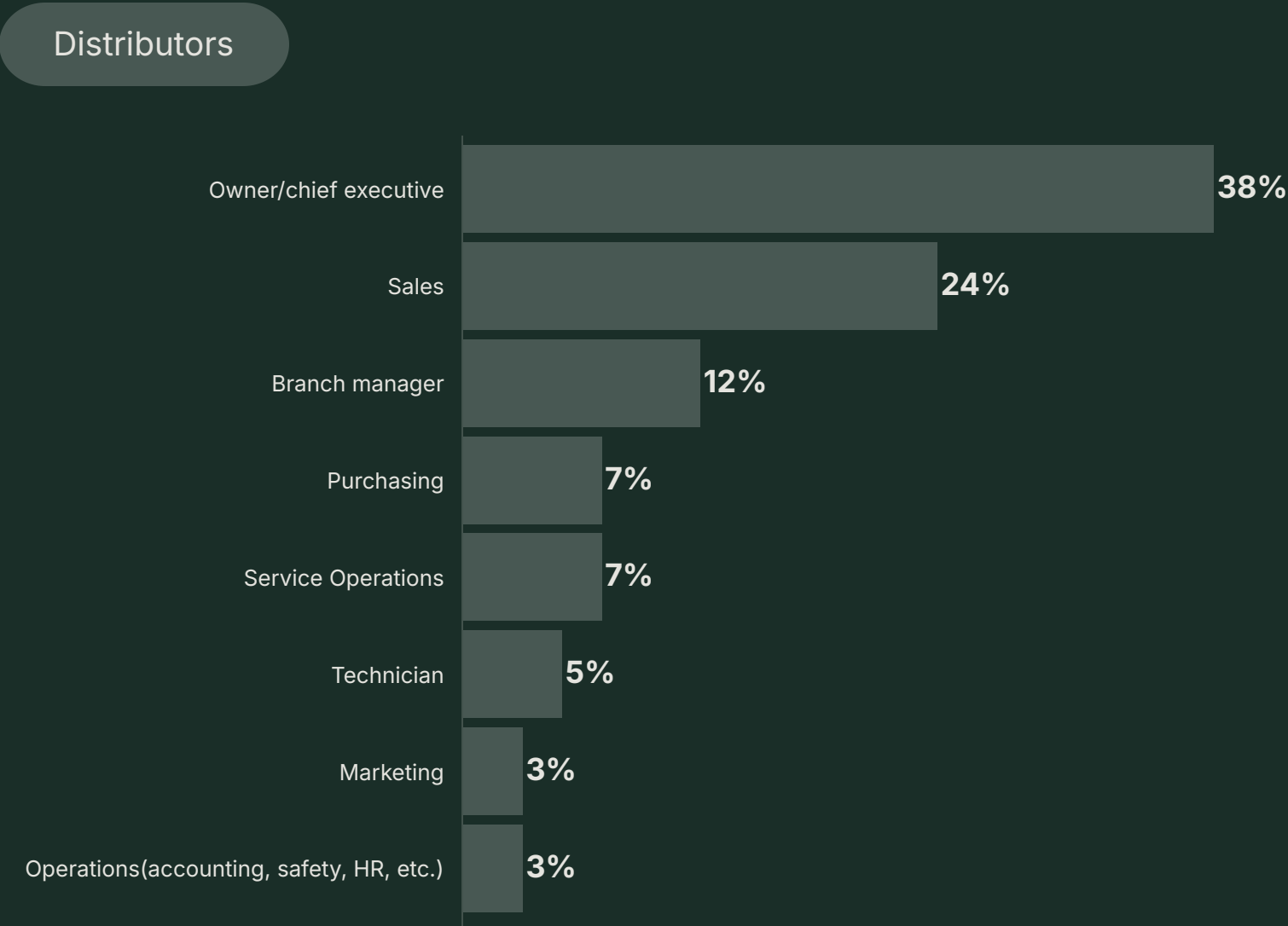
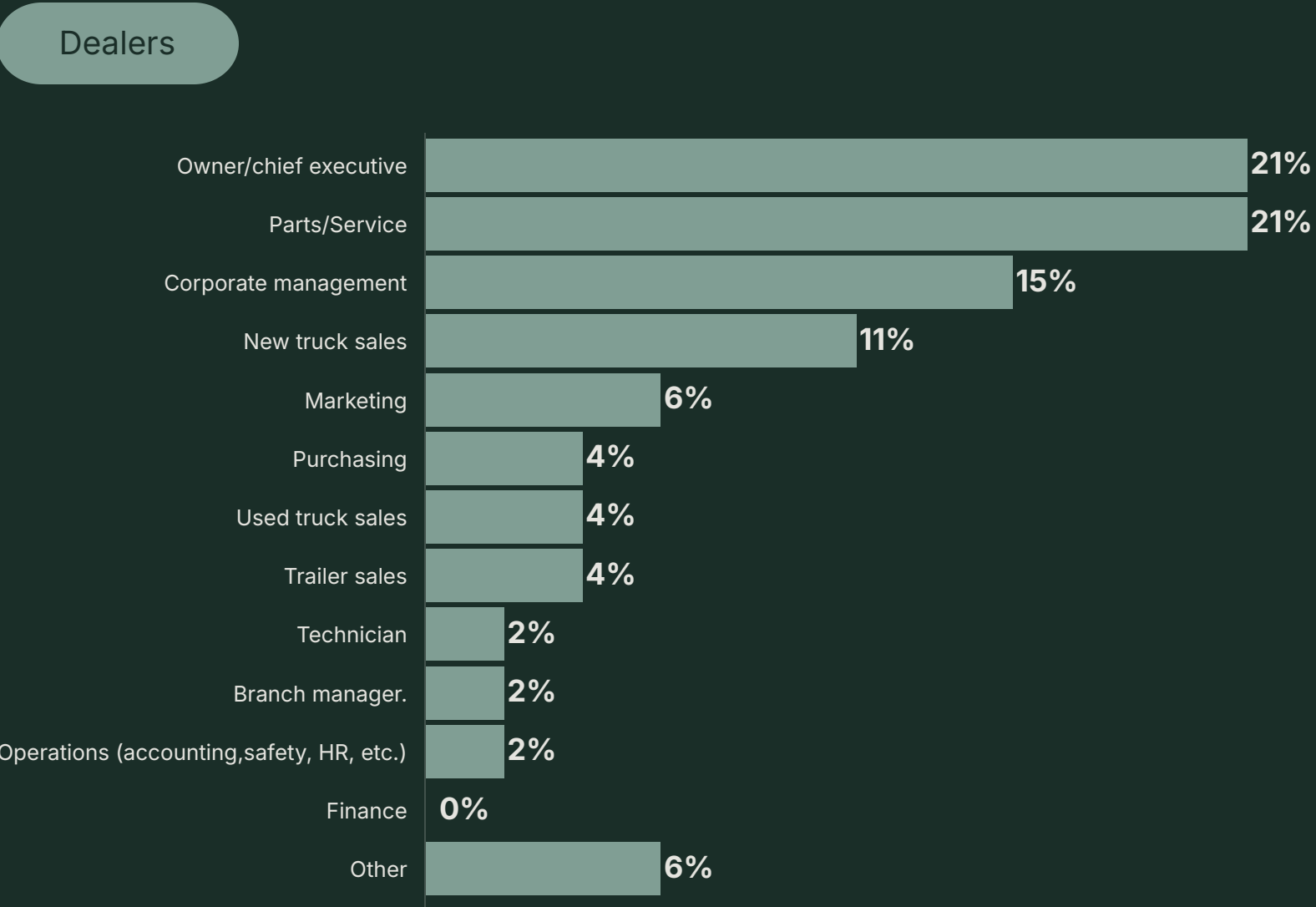
Want to reach other trucking segments? Use *TPS's* sister brand RigDig.



# 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.

TPS audience by role



Source: 2022-2023 TPS Social Media and Connectivity Report

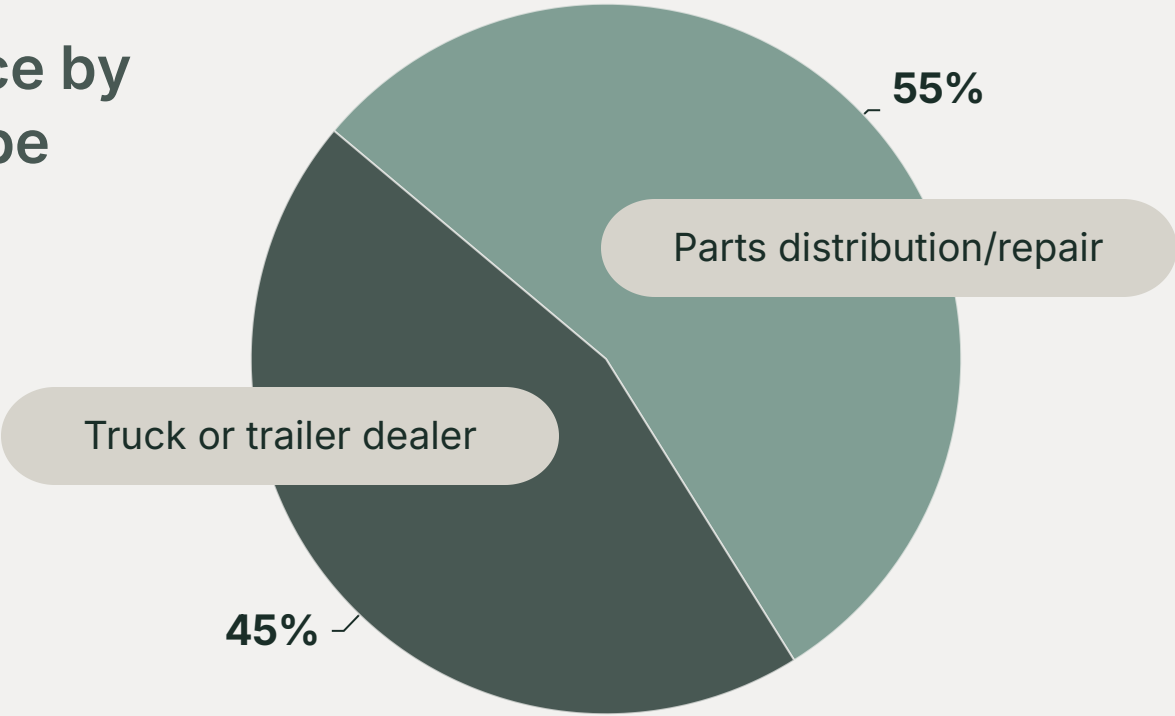
# We know who's reading

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

## Our known audience data includes

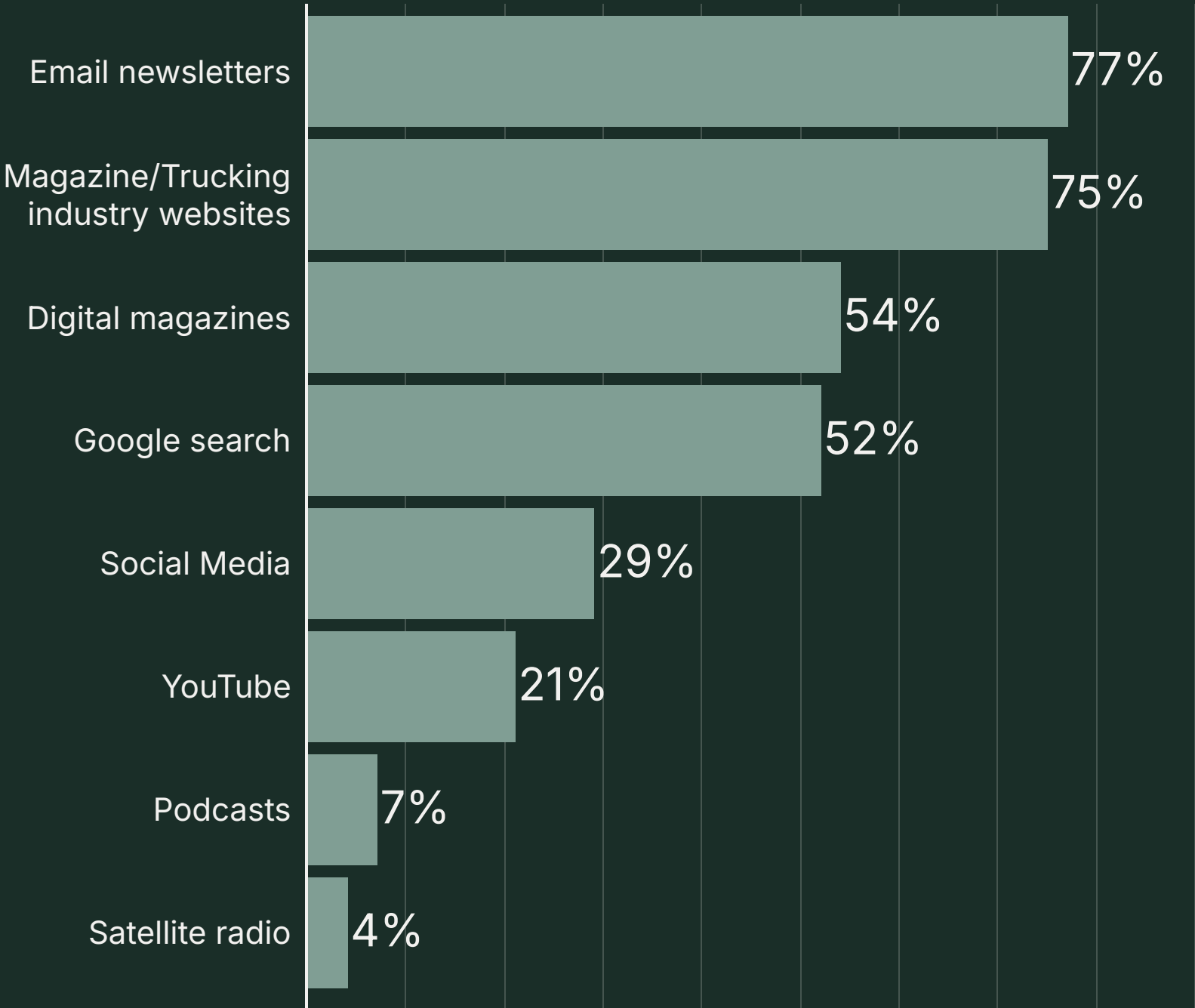
- Name
- Title
- Company
- What they are reading
- How long they spend reading
- Online behaviors

## TPS audience by business type



Source: 2022-2023 TPS Social Media and Connectivity Report

## Preferred source for industry information



# Higher Engagement

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

## Website 29K 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 12.4K Subscribers

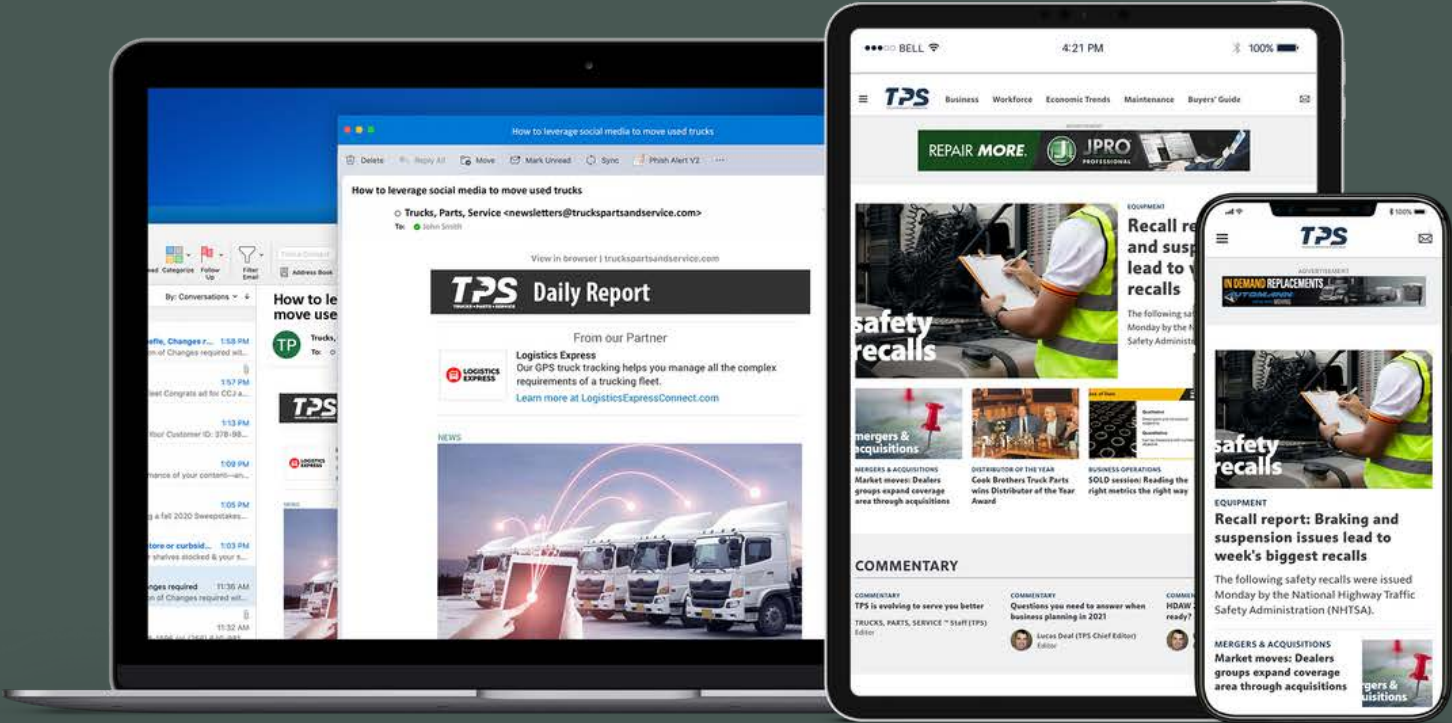
Delivers the latest industry headlines from suppliers and customers, and a means to continually reach your targeted prospects. Our dealer and aftermarket-centric newsletters are curated to focus on the biggest industry stories and key business tips.

### *TPS* Weekly 8.3K Subscribers

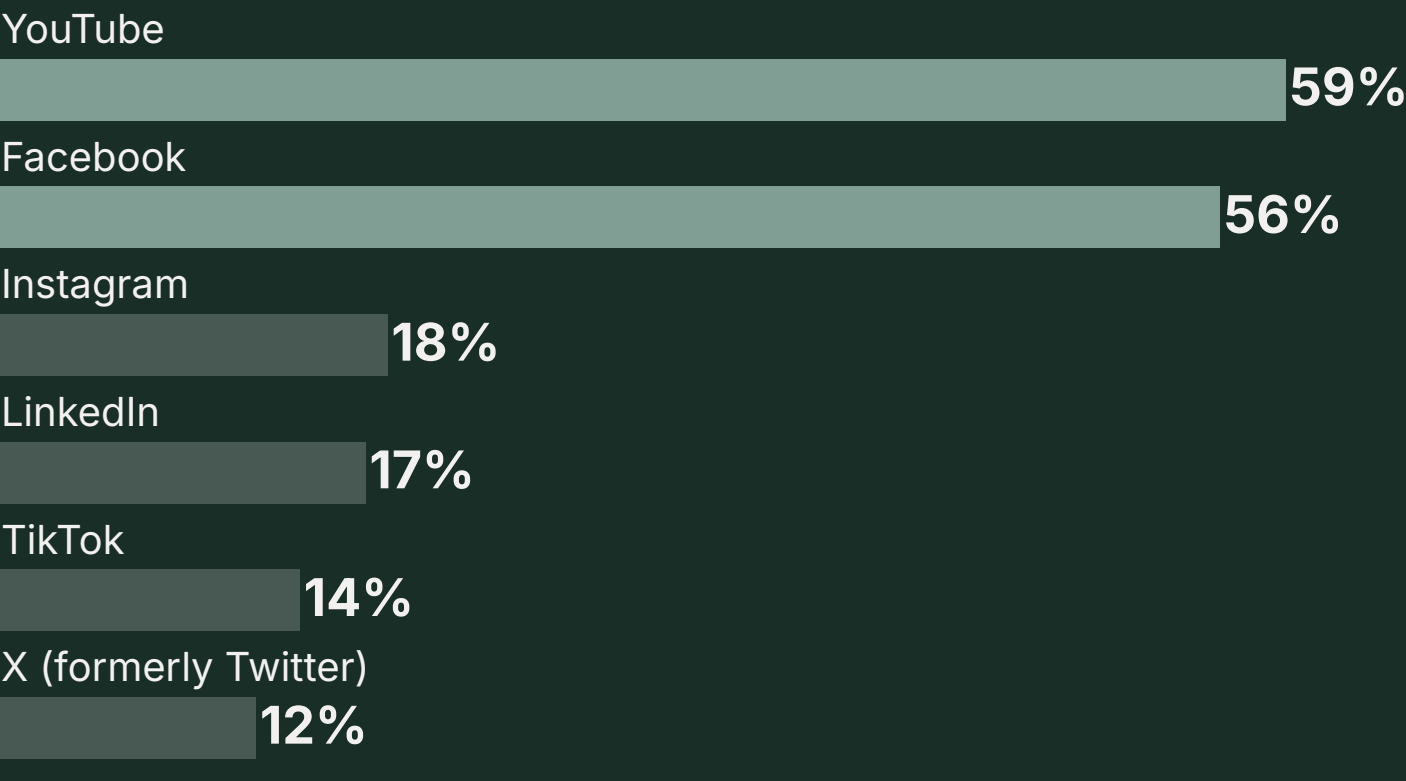
The week’s top aftermarket and dealer industry news.

### *Successful Dealer Weekly* 6.2K Subscribers

Top news and insights for commercial truck dealers.



## *TPS* audience engages on social media



Source: 2022-2023 TPS Social Media and Connectivity Report



# Digital Advertising

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.

Run-Of-Site

\$45 CPM

Additional Option

Sponsorship Leaderboard<sup>1</sup>

\$3,000 /wk

Website and newsletter pricing reviewed quarterly and subject to change.

Ad specifications

Desktop	970 × 90** 728 × 90**	970 × 250 300×250 with text
Mobile	320 × 100 300 × 250	

\*1 MB maximum file size \*\* Sponsorship Leaderboard Position

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





# TPS premium ad positions

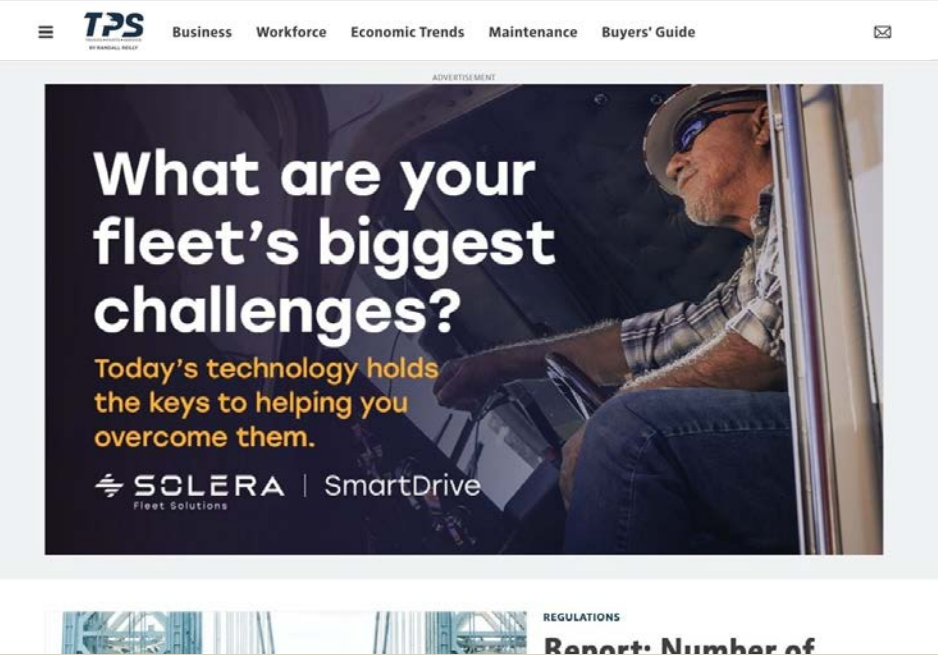
High-impact ways to reach *TPS's* dealer and aftermarket audiences

1

Welcome Ad

\$2,500/wk

Place your messaging front and center when fleet executives 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: 1060×596

Tablet: 736×414

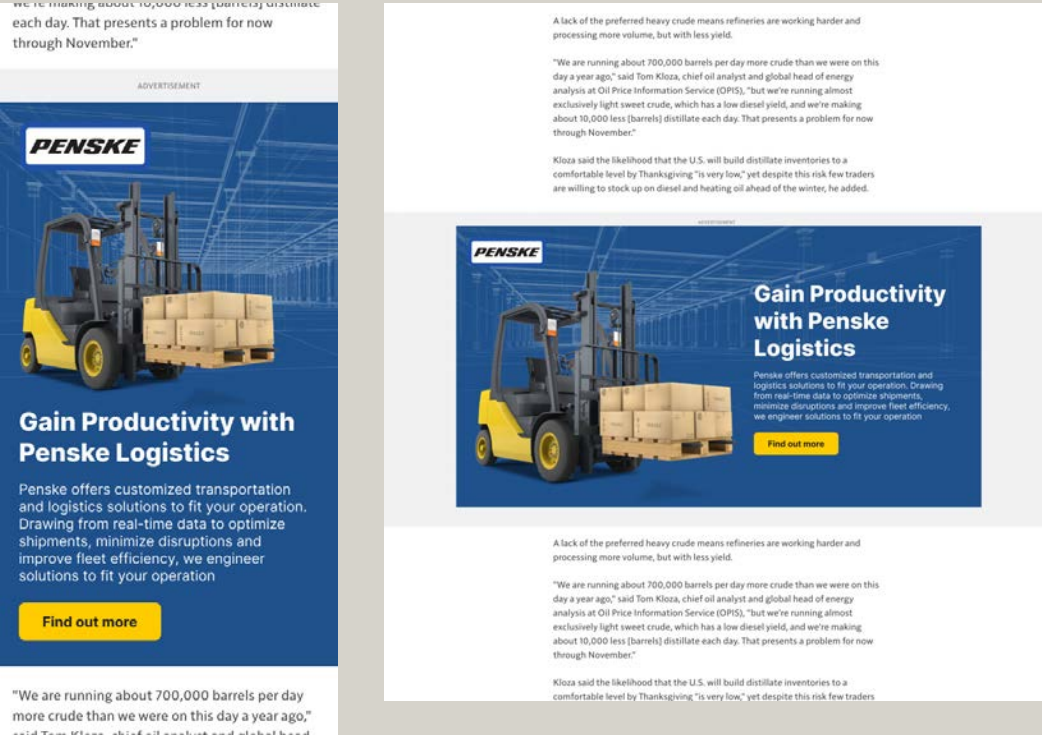
Mobile: 428×241

2

XL in Content

\$3,000/wk

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: 1124×600

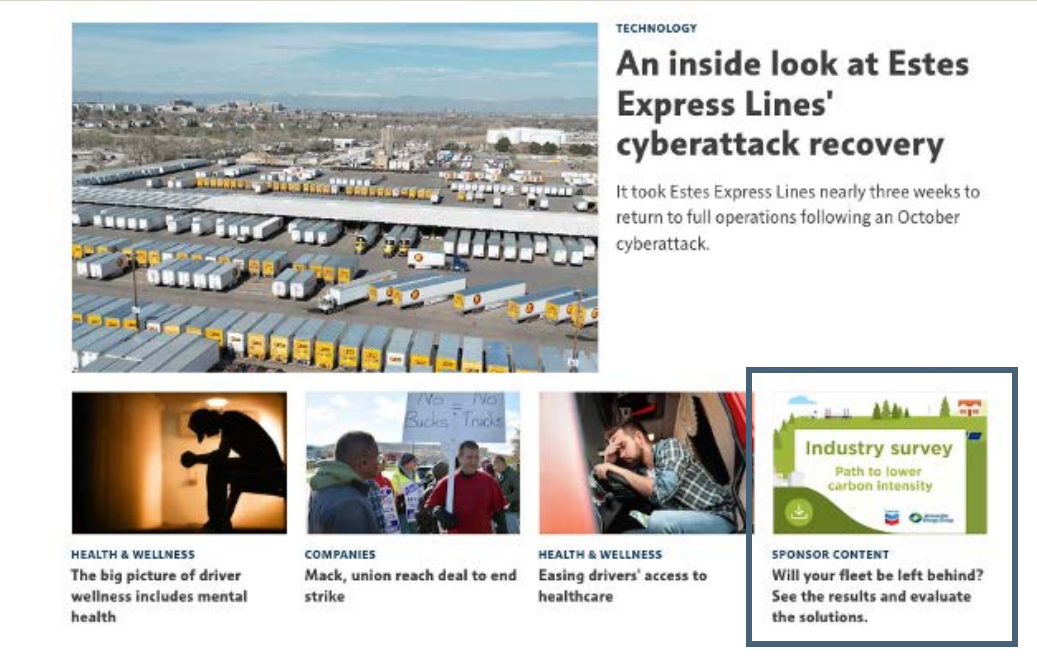
Mobile: 430×720

3

Featured Sponsor

\$1,450/wk

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: 500×334

Text: 175 character limit

Sponsor name



# Newsletter Ad Positions & Pricing

Exclusive

## Sponsorship Leaderboard Text

Logo image: 115×86  
Main Text: 250 character limit  
CTA Text: 75 character limit  
URL Link  
JPG or PNG

Rotating

## Premium Text Ad

Logo image: 115×86  
Image: 500×334  
Main Text: 250 character limit  
CTA Text: 75 character limit  
URL Link  
JPG or PNG

## Native Text Ad\*

Main Text: 250 character limit  
CTA Text: 75 character limit  
URL Link

\*Can use same text as Premium Text Ad

Newsletter	Circulation	Leaderboard Position	Rotating Position
TPS Daily Report   5x/wk	12.4K	\$875/wk	\$750/wk
TPS Weekly   4x/mth	8.3K	\$3,500/mth	\$3,000/mth

Successful Dealer Weekly   4x/mth	6.2K	\$2,500/mth	\$2,000/mth
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Rotating ads ensure equal exposure between 5 ad positions for dailies and 4 ad positions for weeklies.

Exclusive

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 you with the information, insight, 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](#)



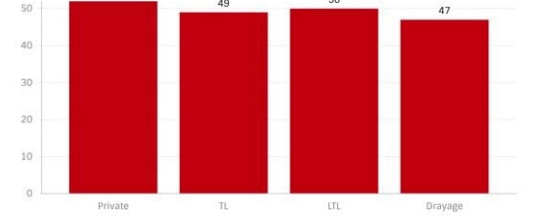
NEWS

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



Category	Median Age
Private	52
TL	49
LTL	50
Drayage	47


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 it 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...

TPS

TRUCK PARTS SERVICE BY FUSABLE



FUSABLE

2026 TPS Media Kit

# 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* 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, such as Facebook and LinkedIn.

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

### PARTNER INSIGHTS

Information to advance your business from industry suppliers



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



PRESENTED BY NIKOLA CORPORATION  
How to Create an Electric Vehicle Charging Ecosystem for Trucking Fleets



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

# FUSABLE

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

#### Engaged Users Reporting Table

Company Name	Job Title	Job Function	Engagements	Leads
AMERICAN CENTRAL TRANSPORT	CHAIRMAN CEO	CORPORATE	4	2
R E GARRISON TRKING INC	VICE PRESIDENT	EXECUTIVE	2	0
OZARK MOTOR LINES INC	OPERATIONS MANAGER	OPERATIONS	6	0
ABF FREIGHT	OPERATIONS MANAGER	OPERATIONS	2	0
PAPER TRANS LTD	EXECUTIVE DIRECTOR	CORPORATE	2	0
CTY DES MOINES	SUPT OF MAINTENANCE	MAINTENANCE	1	0
JBHUNT	SR DIRECTOR DRIVER PERSONNEL	EXECUTIVE	3	1
TLD LOGISTICS	PRESIDENT	CORPORATE	3	0
SOUTHEASTERN FREIGHT LINES	MANAGER	EXECUTIVE	3	0
J B HUNT TRANSPORT INC	REGIONAL OPERATIONS MANAGER	OPERATIONS	3	0
PEPSI BOTTLING GRP INC	DIRECTOR TRANSPORTATION	LOGISTICS	2	0
WERNER ENTERPRISES	AVP	EXECUTIVE	2	1
FOUR STAR TRANS CO	PRESIDENT	EXECUTIVE	2	1
SCHUMAN CHEESE	TRANSPORT MANAGER	EXECUTIVE	5	1
EZZELL TRANS LOGISTICS INC	DIRECTOR OF MAINTENANCE	MAINTENANCE	2	0

401 - 500 / 1113 < >



Will your message cut through the clutter?

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

We know your target audience and their needs

Construction Industry

Trucking Industry

Titles

Demographic Information

Industry Characteristics

Skillsets

Job Description

Professional Goals

Personal Goals

Pain Points/Blockers

Topics of Interest

and more...

# Content Studio

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.

## Our Process



[Check out examples of our work »](#)





# Custom events offer opportunities to showcase your brand

[Photo gallery »](#)



## Distributor of the Year

Nearly 50 aftermarket businesses have been honored as finalists or crowned winner of the annual 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 winners' luncheon.



## Successful Dealer Award

Now in its 13th 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.



# Reach the right fleet 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

We then run your highly targeted campaign across various channels and tactics.

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

[Check out our Digital Marketing Guide for details on all our data-driven digital marketing solutions »](#)

# Contact Us!

## Editorial



Lucas Deal, *chief editor and content director*  
[lucasdeal@fusable.com](mailto:lucasdeal@fusable.com)  
309-530-1582



Beth Colvin, *associate editor*  
[bethcolvin@fusable.com](mailto:bethcolvin@fusable.com)  
225-329-3671

## Sales

For more information on advertising with *TPS* contact us today.

Contact *Trucks, Parts, Service*



## Content Studio

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## Research

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205-393-5113 (cell)



[truckpartsandservice.com](http://truckpartsandservice.com)

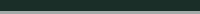
facebook

TrucksPartsService



X

TPSDaily



Youtube

truckspartsandservice



LinkedIn

Trucks, Parts, Service