



# Media Kit

# About TIA

TIA provides leadership and direction for the 3PL industry to advance professional standards and business practices, including the overall image and credibility of the profession and its ultimate contribution to society. TIA serves more than 2,000 members – helping them to better manage their companies for growth and profitability. No other association provides more ways for 3PL professionals to grow, connect, and protect their business.

## Key Decision Makers and Target Audience

- Transportation Brokers
- Shippers
- Domestic and International Freight Forwarders
- Motor Carriers
- NVOCCs
- Perishable Commodity Brokers
- Logistics Management Companies
- Intermodal Marketing Companies



7 of 10 TIA Members Are Small, Family Owned Businesses.



TIA Is the Voice of the 3PL Industry, with 2,000+ Member Companies.



TIA Is the U.S. Member of the International Federation of Freight Forwarders Associations (FIATA).

# 3PL Industry Impact



**\$343  
Billion  
3PL  
Industry**

Growing at  
**2-3x  
GDP**

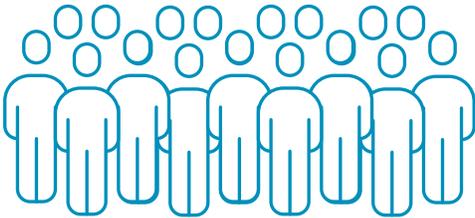


**21,253  
U.S. Third  
Party Logistics  
Businesses**

**713,000  
Employees**



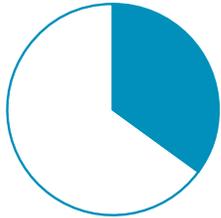
**1,850  
Member  
Companies**



**300K+  
Active Member  
Employees**

**11,000  
Active Member  
Contacts**

Broker Authority	1,513
Carrier Authority	218
Freight Forwarder Authority	101
Ocean Freight Forwarder Authority	59



**33%  
of Members are  
C-Suite Executives**



# 3PL PERSPECTIVES

The monthly magazine of the logistics industry informs and educates TIA members.



3PL Magazine can be found online at [tianet.org/3pl-perspectives](http://tianet.org/3pl-perspectives)

- Rates are net and per insertion
- Premium positions are an additional charge
- Reservation is on a first-come, first-served basis
- Rates below are for color or black & white
- All Adobe products with supporting files (links and fonts included/embedded)

Size	1 Month	12 Month	Specs
Full Page Double Spread	\$2,859	\$2,289	17" x 11.125" Bleed 15.417" x 9.5" Live
Full Page	\$1,640	\$1,310	8.625" x 11.125" Bleed 7" x 9.5" Live
1/2 Page	\$1,210	\$829	Vertical 4.583" x 7"
1/4 Page	\$599	\$480	Horizontal 4.583" x 3.333" Vertical 3.333" x 4.583"
1/8 Page	\$370	\$300	Horizontal 3.333" x 2.166" Vertical 2.166" x 3.333"

Premium Position Upcharge	Add Rate Per Month	Premium Position Upcharge	Add Rate Per Month	Premium Position Upcharge	Add Rate Per Month
Centerspread	15%	Opposite front Cover	15%	Opposite Table of Contents	15%
Inside Front Cover	\$560	Opposite back Cover	\$790	Specific Quarter Placement	15%

# 3PL PERSPECTIVES

## 2024-2025 Editorial Calendar

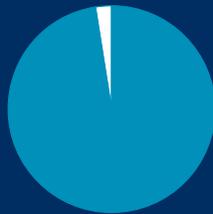
April 2024	Business Growth Through Strategic Sales & Marketing	March 4, 2024
May 2024	Setting Up For Success Via Community & Relationships	April 8, 2024
June 2024	Challenges We Face Together: National Logistics Day!	May 6, 2024
July 2024	Lessons in Leadership	June 3, 2024
August 2024	Voice of TIA Members On The Hill	July 8, 2024
September 2024	Explore The Latest Industry Innovations	August 5, 2024
October 2024	Prepare & Protect: Cyber World	September 9, 2024
November 2024	Bolster Your Expertise with 3PL-Focused Education	October 7, 2024
December 2024	Year In Review - 2024	November 4, 2024
January 2025	What Lies Ahead In the 3PL Industry	December 4, 2024
February 2025	How To Combat Fraud in the 3PL Industry	January 8, 2025
March 2025	Capital Ideas Conference - Built by 3PLs for 3PLs	February 5, 2025

## Who Reads *Logistics Weekly*?

**7419**  
Recipients



**Delivery Rate**  
**97.59%**



**Open Rate**  
**25.76%**



**Click Rate**  
**16.63%**



**TIA LOGISTICS Weekly** #18903424

**Did You Know?!**  
Having the TIA Board adds Advertising Recognition! The TIA Board logo demonstrates that you are one of the industry's most efficient and reliable companies. TIA Member Board logos are updated to every major trade board with the TIA Board logo levels of \$75,000, \$150,000, or \$250,000 progressively increased. If you don't have the TIA Board or are interested in a higher Board Level, you can apply for the TIA Board online for a free quote and guide.

**QUESTION TO TEXT** [Click here!](#)

**TIA PRODUCTS & EVENTS**

**Learn & Learn** - Join us on Mar 26 at 10pm ET to master the right formula for your best year & succeed with the advantages of Leadership Consulting.

**NO LIME** - Join us on Mar 27 at 10pm ET for NO LIME with Aviation Fleet Management with a Thomas Aquinas Presentation. [Join us on Instagram](#)

**Monday Motivation** - Join us on the Monday of every month at 8pm ET to ask us TIA ask and follow TIA members all how to increase your TIA engine results.

**HAULPAY** [Learn More](#)

**ADVOCACY**

TIA is excited to announce the appointment of **Derek McCann** as its new Director of Government Affairs. With an impressive career spanning two decades in international policy, McCann brings a proven track record of legislative success in fostering public cooperation in support of the confidence and comprehension of Congressional legislation, regulation and ultimately I can't count them for here.

**EMAIL ADVOCACY**

**Our data looks good on you.** [View Data](#)

**MEETINGS**

TIA Congratulates 8 Outstanding Scholarship Recipients to the TIA Continental Thanks to **Sharon Tompkins** and **David** for scholarship gifts being awarded to TIA members to the upcoming Capital Issues Conference. The Foundation Board members have their 2018 meeting appointments and several by following recipients:

- **Apex/TIA Scholarship Recipient:** Justin Lantz, TCD Logistics, Sara McElroy, Progressive Logistics, Brianna Ross, Ben Brinnerger and Stan Davis Scott, Airman Truck & Rail Supply Inc.
- **Transporter Scholarship Recipient:** Aaron Williams, Colson Logistics Inc.
- **TIA/TIA Scholarship Recipient:** Javier Cavazos, World Transportation Services

[REGISTER NOW](#)

**THE ULTIMATE FREIGHT CRM** **THE POWER TO GROW** **Logistics Made Easy**

**EDUCATION**

**Learn Essential Supply Chain Management Strategies in Just 1 DAY!** The international course on "Essential Supply Chain Management Strategies for Freight Industry" is designed to equip industry professionals with the essential knowledge and skills needed to navigate the complexities of supply chain management. The 1-day course starts on April 20. The registration fee for TIA members is \$200 and the fee stands at \$450 for all.

[SIGN UP TODAY!](#)

**MEMBERSHIP**

**TIA Membership:** Did you know that as a member you have access to a digital resource library with sample contracts, tender frameworks, industry whitepapers and more? Click here to take advantage of your member benefits.

[VIEW US TO MEMBER PROFILE](#)

**TIA Membership:** Did you know that TIA Membership participants provide content essential to the products or services in the transportation industry, carriers and other businesses in the logistics industry. These articles are submitted in the 3-weekly Membership Digest email. [Subscribe here for Membership Digest.](#)

[VISIT MEMBERSHIP](#)

TIA Board Progress provides to be a game changer for freight industry, offering the security necessary for thriving in the industry. TIA members participating in the TIA Board program are automatically listed on the following webinars: [TIA Board Update](#), [TIA Board](#), [TIA Board](#), [TIA Board](#) (with separate fees for the services offered in Transporter's program, Direct Freight Services, and HaulPay).

[SUBMIT APPLICATION HERE](#)

**READ THE LATEST TIA PRESS RELEASES**

**TIA**

**AT Apex/TIA: Working On The Working Elements of Success** - Industry will find that 2018 is going to be a year for [Apex/TIA](#) as it strives to update their strategies, learn their goals, and increase their profit margins. The day for those actions, representing over 87% of all other TIA actions.

[Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#)

	12 Months Monthly Rate	5 Months Monthly Rate	1 Month Monthly Rate
Sponsored content 1st Row	\$5,510	\$2,460	
Sponsored content 2nd Row	\$4,390	\$2,460	
Sponsored content 3rd Row	\$3,865		\$415
Sponsored content 4th Row	\$2,620		

Artwork due 2 weeks prior to publication date.

### THREE Block Ads

- Size: 300 wide X 250 high pixels
- Formats accepted: JPG, PNG, or GIF
- No more than 10 words on the graphic
- One hyperlinked image

examples



### TWO Text Ads

- Word Count: No more than 50 words total (all inclusive)
- Links: Text can include up to two hyperlinks

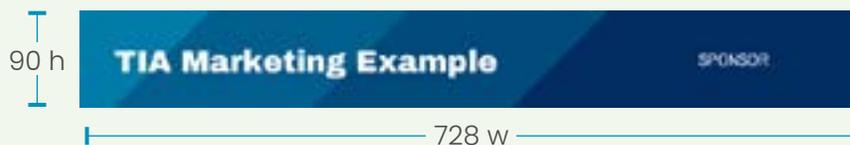
example

**AD: AscendTMS Mopping Up Vast Marketing Share In Brokerage** - Brokers with less than \$100m in sales are turning to [AscendTMS](#) in droves to digitize their brokerages, lower their costs, and increase their profit margins. The key for these brokers, representing over 97% of all active [TMS systems](#).

### ONE Bottom Banner Ad

- Size: 728 wide x 90 high pixels
- Formats accepted: png, jpg, or gif.
- Word count: No more than total 50 words (all inclusive)
- Links: One hyperlinked image

example



# Social Media Timeline Posts



Facebook  
**3000**  
Followers



LinkedIn  
**23,000**  
Followers



X  
**6000**  
Followers



Instagram  
**500**  
Followers

## Rate

\$600 includes one ad across all four channels – **Minimum 4-week purchase required**

### IMAGE POST SPECIFICATIONS

#### Facebook

- Recommended size: 1,200 x 628 pixels
- Format: JPG, PNG, or GIF
- Text: 80 characters recommended
- Destination URL

#### Instagram

- Recommended size: 1,080 x 1,080 pixels
- Format: JPG, PNG, or GIF
- Text: 125 characters recommended
- Destination URL

#### Twitter

- Recommended size: 1,200 x 675 pixels
- Format: JPG, PNG, or GIF
- Text: 100 characters recommended; 280 character (max)
- Destination URL

#### LinkedIn

- Recommended size: 1,200 x 627 pixels
- Format: JPG, PNG, or GIF
- Text: 100 characters (with spaces) recommended; 140 max
- Destination URL

### VIDEO POST SPECIFICATIONS

#### Facebook

- Length: 6, 15, or 30 secs recommended. Max 240 minutes
- Frame rate: 30fps
- Recommended sizes: 1,280 x 720 (16:9 aspect ratio)
- File Type: MP4 or MOV recommended
- Max. File Size: 4GB
- Compression: H.264
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

#### Instagram

- Length: 60 secs recommended
- Frame rate: 30fps
- Recommended sizes: 1,080 x 1,080 pixels
- File Type: MP4 or MOV recommended
- Max. File Size: 4GB
- Compression: H.264
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

#### Twitter

- Length: 15 secs or less recommended; (Max 140 seconds)
- Frame rate: 40fps
- Recommended sizes: 720 x 720 pixels
- File Type: MP4 or MOV recommended
- Max. File Size: 512 MB
- Compression: H.264
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

#### LinkedIn

- Length: 15 secs or less recommended (Max 10 minutes)
- Frame rate: 60 fps
- Recommended sizes: 4,096 x 2,304 pixels (1:2.4 to 2:4.1 aspect ratio)
- File Type: MP4 or MOV recommended
- Max. File Size: 5 GB
- Compression: H.264
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended

### MATERIALS GUIDELINES

- Materials are subject to approval by TIA.
- Assets should be delivered to [advertise@tianet.org](mailto:advertise@tianet.org).
- Contact your TIA Account Executive for advertising information at [advertise@tianet.org](mailto:advertise@tianet.org).

# Sponsored eBlasts

## 10,000+

3PL Industry focused members

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\$3,500 per email blast

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Only one eblast is available per month

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Contact us for availability

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### Material Requirements

- Advertiser needs to provide a fully designed, ready-to-send email in an HTML file as a code in a .txt file
- Email platforms can display your content differently, so it is recommended to use a testing service to confirm HTML validation and deliverability of code
- Subject line for email (40 characters recommended; 78 maximum)
- Pre-Header text for the email (75 characters maximum)
- "From" email address/name of your choice

### HTML Specifications

- 650 px wide (recommended)
- Footer to include Company Name, Valid Postal Address and Email Address
- Mobile responsive
- Build the HTML file with tables instead of DIV
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files)
- All hyperlinks need to be embedded

### Deadlines & Proofing

- Materials are due on Monday, two weeks before the scheduled distribution date.
- Materials that do not meet stated advertising specifications will be rejected.
- All content is subject to review and approval by TIA.
- Necessary alterations are the responsibility and at the expense of the advertiser.
- A proof from the email system will be sent to the advertiser for approval.
- Any delay in the submission of materials or approvals by the advertiser may impact the distribution date.

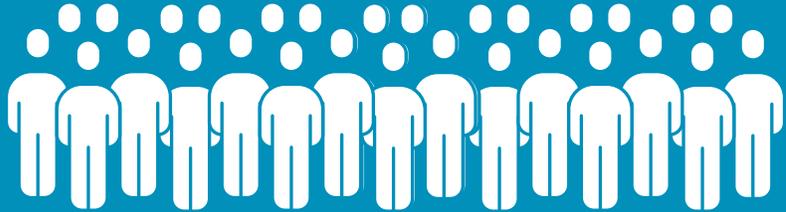
### Best Practices

- Avoid a single image as the eblast
- Stick with web safe fonts for the best compatibility. Hosted fonts do not work in all email clients.
- Font styles should be included in-line on table cells. If symbols are not showing up correctly, use the HTML Entity of that character. (i.e., © needs to be inputted as &copy;)
- Ways to avoid spam triggers:
  - Avoid words like "free", "last chance", and "offer" in your subject line
  - Do not use excessive characters like \$ or %.
  - Using all caps in your subject line
  - Avoid displaying URLs that link to different web addresses i.e. [www.mywebsite.com/home](http://www.mywebsite.com/home) linking to [www.mywebsite.com/best-offers](http://www.mywebsite.com/best-offers).

# Retargeting Campaign

Reach TIA's audience across the internet

**300,000**  
Number of people  
you can reach



## Metrics

### Reach

Unique people who saw an ad

### Views

Number of times an ad was seen

### Clicks

Number of times an ad was clicked on

### Click-Through Rate

Number of clicks an ad receives divided by the number of times an ad is shown

## Investment Options

### 3 Months

100,000 impressions	\$6,000
150,000 impressions	\$6,500

### 6 Months

250,000 impressions	\$12,000
300,000 impressions	\$12,500

## How does it work?

Our audience, becomes your audience! Get direct access to **tianet.org** website visitors and retarget them with your company's ads. Visitors of tianet.org will see your ads anywhere they visit online.

## Campaign Highlights

Live Campaign Reports: see real-time progress and results for each campaign published.

An opportunity to put your message in front of one of the most well-matched industry audiences.

A/B test creative: see what ads are more effective to make more educated marketing decisions in the future.

## Sizes

160px x 600px | Wide Skyscraper

300px x 250px | Medium Rectangle

728px x 90px | Leaderboard

970px x 250px | Billboard

300px x 600px | Filmstrip

320px x 50px | Pull



# MARKETPLACE

**Make TIA Marketplace part of your strategy today and start to leverage your Membership.**



### TIA Marketplace is where Members Go!

The idea for Marketplace started with the goal of providing a place for brokers to find products and services by category and a focus to support the Associate Member Participant. We created a multi-channel approach that supports your marketing strategy by helping to drive impressions, strengthen brand recognition and create new engagement opportunities. The more interactive outreach or “face time” the greater the impressions and opportunities to connect throughout the year. Marketplace was the 3rd most visited TIA page in Fall 2022.

TIA Marketplace’ virtual platform is where you create a unique presence by sharing your products and services, create a call to action, share your story, invite followers to your social media links, post a video, tell your story through Marketplace Digest and create new relationships.

*“Our agency has seen an incredible return on our participation in just the first 4 months. We’ve been able to post on the member board and implement our company profile on Marketplace. We’ve had multiple 3PLs reach out to us with insurance questions and requests for coverage that are as innovative as their businesses. This has led to our supporting several companies in their primary risk management strategy—business which came directly from our Marketplace listing as well as posting on TIA Connect.”*

— Graham Gonzales  
Director of Strategic Accounts  
Reliance Partners





your sponsor badge

Your logo

a detailed description of your services

your website URL

link to your *Digest* articles (advertorials) and other resources

links to your social media

videos, ads, and special offers





## The Marketplace Digest

The Marketplace Digest is a bi-weekly newsletter which will go to all TIA members. In addition to feature articles, Marketplace participant ads and logos will link directly to their Marketplace program page.

Marketplace articles are provided by TIA Marketplace participants. These TIA members provide content relevant to the products or services they provide to the transportation brokers, carriers, and other businesses in the logistics industry.

Marketplace articles are published in the biweekly Marketplace Digest email and are searchable by category or participant online.

**TIA MARKETPLACE**

*This Edition of the Marketplace Digest Powered by:*

TRANSCOLIGHT HAULPAY TRUCKSTOP

**FEATURED STORIES**

**The Must-Have Insurance for Brokers: Contingent Auto Liability**

The liability landscape for the trade and transportation industry is changing. Carrier accidents on the road resulting in bodily injury and property damage (BIPD) claims pose a real financial threat to brokers, forwarders, and other transportation intermediaries. Recently, the number of large trucks involved in fatal crashes and the resulting jury awards have skyrocketed.

[READ MORE](#)

**Navigating Tight Finances in 2024: Make-or-break strategies for small businesses**

It's clear that 2024 is going to continue to be a challenging year for the trucking industry. With stimulus money running out and interest rates up, it's no surprise that deactivations are also steadily on the rise.

In this environment, where it seems like so much is out of an owner's control, the best approach is: Control what you can.

[READ MORE](#)

**MARKETPLACE TIPS**

**TIP #26** Protect yourself and your customers. Control costs and reduce risk by establishing an efficient, thorough process for validating carriers.

[Click Here for More TIPS](#)

**MARKETPLACE PARTICIPANTS**

RELIANCE TIA Bond

TRANSCOLIGHT HAULPAY TRUCKSTOP Summit VIRTUAL CMO

BANYAN ROANOKE DAT



# MARKETPLACE

## Marketplace Participation

TIA Marketplace offers three program options, Select, Premier and Elite. Each designed to help connect with your target audience through a unique set of marketing outreach to support and help establish your virtual presence and help drive impressions throughout the year.

You choose the level of participation that fits your marketing goal, and we'll help you deliver!



TIA Associate Member Cost	\$11,995	\$24,995
Valued at	\$20,550	\$34,050
Two Marketplace Category Listings on Website (\$5,000 Value) Premium Placement	✓	✓
Unique Marketplace Designation and Logo in Printed Directory (\$1,600 Value)	✓	✓
Inclusive within Two Marketplace Ads Annually in 3PL Perspectives Magazine (\$5,000 Value)	✓	✓
Cross-Marketing of Marketplace Program Across TIA Channels (Value Added)	✓	✓
Color Logo in TIA Directory (\$1,600 Value)	✓	✓
Links to your social media accounts (\$250)	✓	✓
Program Recognition at TIA National Meetings & Events (Value Added)	✓	✓
Directory Listing with Short Description (130 characters with spaces) (Value \$500)	✓	✓
Three Dedicated Social Media Posts Promoting Marketplace Listing (\$1,500 Value) i.e., Marketplace Tips	✓	
Six Dedicated Social Media Posts Promoting Marketplace Listing (\$3,000 Value) i.e., Marketplace Tips		✓
Four Advertorials in Marketplace Digest Annually (\$3,600 Value)	✓	✓
Three Digital Ads in Bi-Weekly Marketplace Digest Annually (\$5,100 Value)	✓	
One Sponsored Content Marketplace Email to TIA Members Annually (\$3,500 Value)		✓
One Dedicated Marketplace Listing Member Webinar (\$4,000 Value)		✓
Retargeting-Pro with 100k Impressions (\$3750 Value)		✓



Since 1978, the Transportation Intermediaries Association has been recognized as the trusted voice of the \$214 billion third-party logistics industry.

TIA members are able to establish and protect ethical, profitable and growing businesses in service to their customers. TIA is the only organization exclusively representing third-party logistics companies doing business in domestic and international commerce. TIA is the United States member of the International Federation of Freight Forwarder Associations. (FIATA).

## Center of the Supply Chain

[Learn more at tianet.org](http://tianet.org)



1900 Duke Street, Suite 300  
Alexandria, Virginia 22314  
P: 703.299.5700  
[info@tianet.org](mailto:info@tianet.org)

[www.tianet.org](http://www.tianet.org)