

TOW PROFESSIONAL™

Your Resource for Towing & Recovery

PLUS: 2024-2025
TOW PROFESSIONAL
FISCAL CALENDAR



2024 MEDIA GUIDE



DIGITAL QUARTERLY 2024

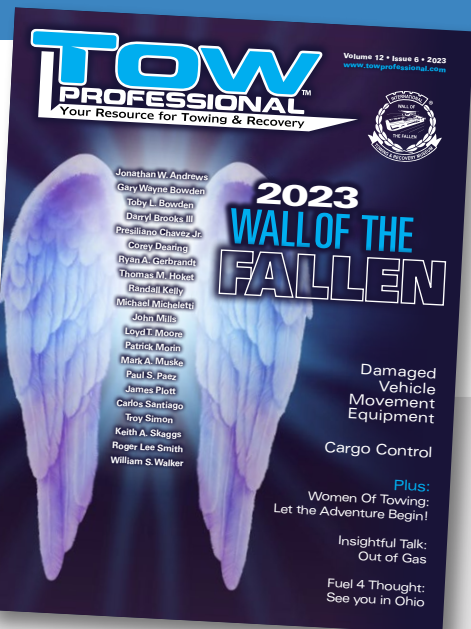


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WWW.TOWPROFESSIONAL.COM



THE MAGAZINE



Tow Professional is a comprehensive publication for the towing and recovery market. Targeting 26,000 plus owners and key decision makers nationwide through print and 32,000 in plus owners in digital copies.

- NOT SUBSCRIBER BASED!
- Owners targeted through a paid mailing list
- Based off DMV Registration records, checked against Dunn & Bradstreet records for company size, fleet size, annual income, and SIC code.
- Targeting: Owner, President, CEO, or Principal
- 1 copy, per company, per title

Tow Professional is a resource for the following industry segments:

- Towing/Recovery • Towing for Scrap • Repossession • Motor Clubs • Emergency Road Service
- Manufacturers/Distributors • Lockout • Police/Municipal Government

Tow Professional publishes 9 issues annually, which feature company profiles, in-depth industry-related articles, and product spotlights. Tow Professional is a true B2B magazine that provides manufacturers, dealers, and distributors the opportunity to inform potential customers about their products and technology.

CUSTOMER TESTIMONIAL

Darian,

I wanted to thank you for the work you have done for TomTom Telematics. Your ideas and hard work have helped us make the towing industry one of our most successful market segments. Since we started advertising, we have seen our sales in this market soar, and our numbers have more than doubled. We went back and looked at when we saw the growth starting, and it correlates exactly with when we started the complete marketing strategy you recommended with a combination of print ads, editorial opportunities, web advertising, and consistent e-mail marketing campaign.

I want you to know that I recommend you to everybody I talk to and will be happy to speak with someone if they are looking for a referral. We have used the other media in this industry too, but nothing even comes close to the job you have done for us and the service you provide.

Matt Gunzenhaeuser

Sales Director – US & Canada TomTom Telematics

DIGITAL EDITION

The digital edition of **Tow Professional** mirrors the print edition each month. This highly interactive format lets users customize how they want to read and get information from the magazine, whether it be on a desktop, tablet or smartphone.



Our website is one of the most utilized & visited in Towing/Recovery media offering

almost unlimited advertising opportunities within the site. (Contact Tow Professional for more details.)

- Banner Advertising / Tier 1
- Banner Advertising / Specific Pages
- Featured/Placed Content
- TPM Network Directory of Products & Services
- Dedicated web pages with product & company media (w/ Unique URL)
- Strategic & Product = Specific Search Results
- Pop-Up Media, Video or Downloads



The TPMNetwork INSIDER e-news offers an audience of 32,000+ double opted-in subscribers per edition.

We send 2 News/Industry editions which offer banner and content advertising opportunities and 2 Exclusive editions devoted entirely to 1 company & message – 4 Total per month Max to ensure against list fatigue.

4 Total Max per Month = No List Fatigue

2 Monthly News/Industry Editions – Banner & Content Opportunities

2 EXCLUSIVE Reports – Offering a captive & qualified audience

2024 VOLUME 13**EDITORIAL AND MEDIA SCHEDULE DEADLINES****ISSUE 1 – Editorial Deadline: 01/17/24 Ad Materials Deadline: 01/20/24****• Spill Control / HAZMAT • Latest in Lighting Products • Lift Bags****(DIGITAL Issue to 32k owners / paid Push on Facebook)****ISSUE 2 – Editorial Deadline: 03/02/24 Ad Materials Deadline: 03/07/24****• Distribution at Florida Tow Show • Tow Software • Aftermarket Upgrades & Accessories
• Rotator Product Insight Feature****(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners /
paid Push on Facebook)****ISSUE 3 – Editorial Deadline: 04/11/24 Ad Materials Deadline: 04/14/24****• In-Truck Cameras / Mobile Video • Cargo Control Feature • Jump Start Packs Feature****(DIGITAL Issue to 32k owners / paid Push on Facebook)****ISSUE 4 – Editorial Deadline: 05/30/24 Ad Materials Deadline: 06/02/24****• Winches & Accessories • Dispatching • Outfitting your Facility/ Service & Maintenance****(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners /
paid Push on Facebook)****ISSUE 5 – Editorial Deadline: 07/03/24 Ad Materials Deadline: 07/07/24****• 2024 BUYER'S GUIDE • Trailers & 5th Wheel Attachments • The Annual Buyer's Guide is
distributed at every Show that Tow Professional attends.****(DIGITAL Issue to 32k owners / paid Push on Facebook)****ISSUE 6 – Editorial Deadline: 08/08/24 Ad Materials Deadline: 08/11/24****• Distribution at Chattanooga Tow Show • Distribution at Midwest Regional Tow Show
• Fleet Maintenance / Service • Damaged Vehicle Movement Equipment • Wheel Lift &
Repo Equipment • "Wall of the Fallen" Featured****(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners /
paid Push on Facebook)****ISSUE 7 – Editorial Deadline: 09/19/24 Ad Materials Deadline: 9/22/24****• Lockout Equipment • Software & Apps • GPS & Telematics Feature****(DIGITAL Issue to 32k owners / paid Push on Facebook)****ISSUE 8 – Editorial Deadline: 11/02/24 Ad Materials Deadline: 11/07/24****• Distribution Prior to Baltimore Tow Show • Motor Clubs & Roadside Assistance Feature
• Expanding your Services Provided • Cargo Control****(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners /
paid Push on Facebook)****ISSUE 9 – Editorial Deadline: 12/06/24 Ad Materials Deadline: 12/11/24****• 2024 TOP PRODUCTS in Review • Insurance Feature • Leasing and Financing Feature****(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners /
paid Push on Facebook)**

AD PRICING

4 color provided at NO additional cost

| AD SIZE | 1x | 3x | 6x | 9x |
|---------------------|---------|---------|---------|---------|
| 2 Page Spread | \$4,995 | \$4,790 | \$4,535 | \$4,375 |
| Full Page | \$2,725 | \$2,495 | \$2,365 | \$2,215 |
| 1/2 Island | \$1,950 | \$1,770 | \$1,590 | \$1,360 |
| 1/2 Page | \$1,800 | \$1,670 | \$1,490 | \$1,260 |
| 1/3 Page | \$1,335 | \$1,190 | \$1,090 | \$995 |
| 1/4 Page | \$1,055 | \$980 | \$850 | \$775 |
| Inside Front | \$3,730 | | | |
| Inside Back | \$3,580 | | | |
| Back Cover | \$4,340 | | | |
| MARKET PLACE | | | | |
| 2" Column | \$300 | \$200 | \$200 | \$200 |
| 1/8 Page | \$500 | \$400 | \$400 | \$400 |

e-blast: Price available upon request

MECHANICAL SPECS

2 PAGE SPREAD WITH BLEED:
 16.25" w x 10.75" h

TRIM SIZE: (In White)
 16" w x 10.5" h

IMAGE SAFE AREA: (In Black)
 15.5" x 10" h

*Also allow for the gutter fold

FULL PAGE WITH BLEED:
 8.25" w x 10.75" h

TRIM SIZE: (In White)
 8" w x 10.5" h

IMAGE SAFE AREA: (In Green)
 7.5" x 10" h

1/2 Page Horizontal:
 7" w x 4.7" h

1/2 Page Island:
 4.55" w x 7.25" h

1/2 Page Vertical:
 3.4" w x 9.5" h

1/3 Page Vertical:
 2.2" w x 9.5" h

1/3 Page Square:
 4.55" w x 4.7" h

1/4 Page:
 3.4" w x 4.7" h

Market Place Ads

1/8 Page
 3.4" w x 2.25" h

Classified
 2.2" w x 2" h

ELECTRONIC MEDIA REQUIREMENTS

- All ad materials must be sent digitally. Hi-resolution (300 dpi) PDFs, jpegs, tiffs, and eps files are accepted.
- All images must be saved at 300 dpi and large enough for the desired size.



MAILING ADDRESS:

Over The Mountain Media, Inc.
1005 Mountain Trace,
Birmingham, AL 35242

Toll free: 888.802.8544
www.towprofessional.com

MARKETING OPPORTUNITIES POLYBAG INSERTS

If your company does direct mail, polybag inserts are an excellent option for getting your piece mailed to the entire *Tow Professional* mailing list. These copies are sent to decision makers in the towing and recovery industry. The price to insert a bi-fold or tri-fold and mail is approximately 15¢ per address. Some limitations apply, so be sure to contact your sales rep about this exciting program.

POLICIES, RATES & DATES

TERMS: All invoices are due upon receipt and are considered late after 30 days. A 1.5% late charge will be applied monthly on overdue invoices. Agency commission of 15% applies to recognized agencies, provided accounts are settled within thirty days of invoice date. Pre-paid cash discounts of 2% apply to those invoices that include

multiple insertions. All unpaid invoices will be turned over to our collection agency after 120 days of invoice date.

SHORT-RATES: In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

LIABILITY: Publisher is not liable for all content (including editorial and illustrations

provided by an advertiser or agency) of advertisements and editorials published and does not accept responsibility for any claims made against the publisher. It is the advertiser's or agency's responsibility to obtain appropriate releases on any item or individuals pictured in an advertisement or editorial.

Reproduction of *Tow Professional* in whole or in part without prior written permission from the publisher is prohibited.

REPRINTS & BROCHURES

We also design and print the most professional brochures and mailers available, as well as reprints of a specific ad or article. Whether it's logos, ads, brochures or catalogs, we have the resources and technology to be your one-stop shop.

For more information, please contact our Print Division at **888-802-8544**.



Tow Professional is proud to announce our Digital Interactive Quarterly!



Now your Editorial and Advertising can become interactive with links & videos combined with the convenience of mobility!

Tow Professional Quarterly Digital Edition

- Comes out 4 times a year
- Mobile and accessible for readers to use and for towers on the go.
- Editorial and Ads are interactive with the use of Links and Videos to show more information and direct readers to your website.
- Emailed to our 32,000 plus registered owners
- Promoted on Social Media: Facebook, Linked-In, as well as in our print publication.
- Easily Promoted on your Social Media platforms through sharing...
- Cost effective Full Page and Half Page sizes.

Editorial Coverage

QUARTER 1 (End of March)
Towing Software and Lighting

QUARTER 2 (End of June)
Rotators, Heavy Equipment, 5th Wheel Attachments, Wheel-Lifts and Repo Equipment

QUARTER 3 (End of September)
Insurance and Financing

QUARTER 4 (End of December)
Hazmat, Spill Control, Lock-out Equipment, GPS and Telematics

Cost For Full Year

FULL PAGE
Specs:
Price: \$ 5,000

HALF PAGE
Specs:
Price: \$ 3,000

All ads and editorial must have links to websites and this includes videos.

Current Stats:
150,000
Impressions

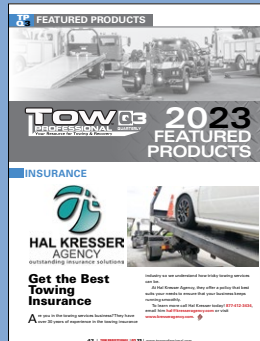
Over
5 MINUTES
Read Time

Be sure to ask about how to become a part of our Suppliers Directory and Feature Product Editorial.



Tow Professional Quarterly Digital Edition Featured Supplier Directory

- 25-30 Word Company Description
- Company Logo
- Phone Number
- Contact Email Link
- Website Link



Tow Professional Quarterly Digital Edition Featured Products

- 60-65 Word Product Description
- Product or Service Image
- Contact Email Link
- Website Link

Call 205-223-4548 or email, Darian Weaver at darian@towprofessional.com

PODCAST

“Pro’s that need to know and are on the go!”

Your voice for the Towing Industry
Find us everywhere podcasts are available.

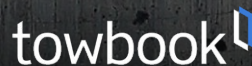
**Bringing the latest in technology, products
and services. Giving you the information
needed to grow your Business!!**

New episodes weekly!



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www.towprofessional.com

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 JERR-DAN

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LIVE FROM THE
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Tow Professional Podcast “Your Voice for the Towing Industry”

- Fastest Growing, # 1 Podcast in the Industry!
- Worldwide Reach With Over 10,000 + Listeners!
- Hosted by Darian Weaver (Publisher)/ Tow Professional & DJ Harrington (The Tow Doctor)
- All Shows Archived To Site
- Inquire About Show & Segment Sponsorship Opportunities

For More Info Call 205-223-4548 or email, Darian Weaver at darian@towprofessional.com



2024-2025 CALENDAR

Tow Professional Subscribers Get 90-Days, Free!

Scan the code on your phone to receive this offer.

towbook
Your newest superpower.

The towing industry's most trusted software solution!
No Contracts or Setup Fees. Free 24/7 Support.

Learn how we can help your business at: www.towbook.com

TOW PROFESSIONAL
Your Resource for Towing & Recovery

2023-2024 CALENDAR

OUR FAMILY VALUES:
STRENGTH. DURABILITY. RELIABILITY.

JERR-DAN

BECAUSE THE WORK DEMANDS IT.

NOVEMBER 2023

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--------|--------------------|-----------|--|--|--|
| | | 1 | 2 | 3 | 4 |
| 6 | 7 | 8 | 9 | 10 | 11 |
| 13 | 14 Election Day | 15 | 16 | 17 Veterans Day (observed) | 18 Veterans Day |
| 20 | 21 | 22 | 23 American Towman Exposition (Baltimore) | 24 American Towman Exposition (Baltimore) | 25 American Towman Exposition (Baltimore) |
| 27 | 28 | 29 | 30 Thanksgiving | | |

book.com **towbook**

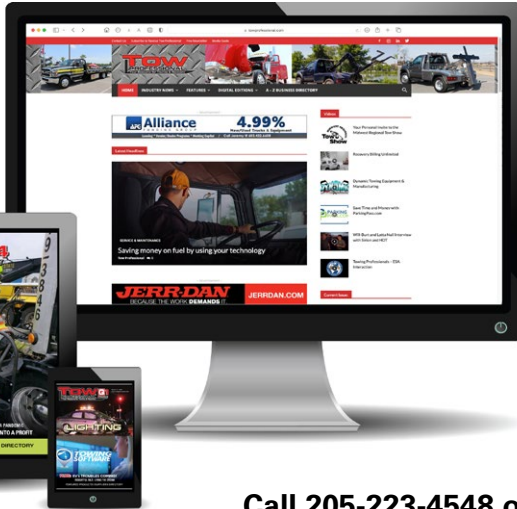
Tow Professional Magazine Fiscal Year Calendar 2023-2024

- Calendar will cover Oct 2023 – Sept 2024
- Size 8" h x 11" w
- Paper: 100# GlossText w/ 100 # Gloss Cover
- 4 color both sides
- Semi-Gloss coating both sides
- Calendar will go out to Top 15,000 owners nationwide polybagged with Vol.12, Issue 6: "Wall of the Fallen Issue"
- 14 possible sponsor spots
- Choose the Month you would like to appear on (Along with your product image, phone # and website can be included)
- \$6,000 total cost!

Call 205-223-4548 or email, Darian Weaver at darian@towprofessional.com

IS YOUR WEBSITE OR MARKETING CAMPAIGN NOT GETTING YOU RESULTS?

Let Tow Professional Help with ALL your Creative Needs!



Tow Professional has partnered with *Dialed In Media Group* to provide the most comprehensive creative services program in the industry. With this combined effort let *Tow Professional* help you with the following:

- Website Design/Consulting
- Web Banners
- Brochures: Print/Digital
- Catalogs: Print/Digital
- Post Cards
- Logos
- Ad Designs
- Booth Displays
- Custom Calendars
- Corporate Marketing
- Custom Printing
- T-Shirt Designs
- Show Banners
- and more

Call 205-223-4548 or email, Darian Weaver at darian@towprofessional.com

**When Your Truck Goes Down
What Can You Do?**

WRECKER RENTALS
DAILY, WEEKLY AND MONTHLY RATES AVAILABLE

Use your truck gone down due to mechanical issues or a collision? Don't lose your customers and your livelihood by being unable to answer the call! Call WRECKER RENTALS and keep your business in business. WRECKER RENTALS can deliver a truck to your location within hours (depending on location), limiting your service interruption. See our website for additional details.

www.RentAWrecker.com

Call the Rental Office Now! **770-898-1200**

Brochures/Ads

**Keep More Money in Your Pocket
The Best Value in the Industry**

You keep more revenue in your pocket instead of watching it bleed away as you lose revenue due to the excessive fees charged by other platforms.

The Average Price of a Car: \$1,000
Your revenue Per Car

Online Impound Auctions: \$ 970
TowCo: \$ 655
Peak: \$ 864
Ruckel: \$ 849
JoyRide: \$ 849

www.onlineimpoundauctions.com
888-903-4678
info@onlineimpoundauctions.com

Post Cards

ONLINE IMPOUND AUCTIONS LLC

The Easier Way To Sell Your Abandoned Vehicles!

NATIONWIDE PLATFORM!

- 1 Free to sellers – lowest bidder costs in the industry!
- 2 More profit per auction!
- 3 Larger bidder base = higher selling price per car!
- 4 Cars stay on your lot – no movement required!
- 5 Eliminates on premise auction costs like security, staffing and food!
- 6 Easy online showroom setup on OnlineImpoundAuctions.com!
- 7 Streamlines after auction paperwork – invoices available immediately after car sells!

www.onlineimpoundauctions.com
888-903-4678
info@onlineimpoundauctions.com

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T-Shirt Designs and Logos

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Putting **Great Ideas** to Work for You!

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