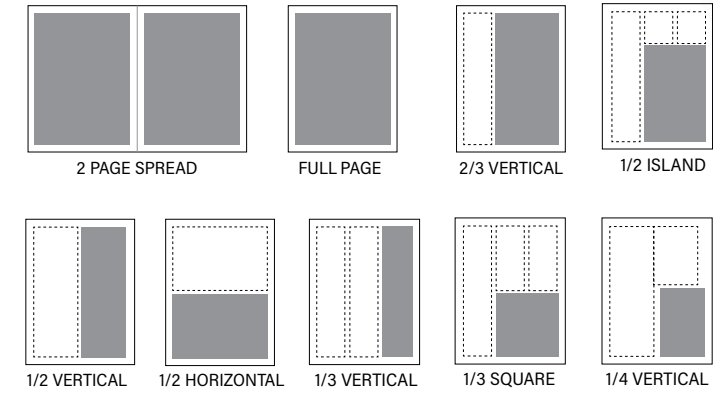


CONTENT, DEADLINES & RATES

EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	TARGETED BONUS DISTRIBUTION	AD CLOSE	MATERIALS DUE
JAN/FEB	Productivity/Maintenance <ul style="list-style-type: none"> Productivity for Work Truck Fleets Trends in Truck Maintenance Preview of Work Truck Show 2023 		12/19	12/22
MAR	Delivery/Alt-Fuel/Recognition <ul style="list-style-type: none"> Trends in Delivery State of the Fuel Industry Lease vs. Buy in Work Truck Fleets 2023 Work Truck Show Medium-Duty Truck of the Year Winner 		3/14	3/17
MAY/JUN	Safety/Cost Management <ul style="list-style-type: none"> Reducing Costs & Increasing Uptime Understanding Work Truck Costs Accident Management Trends & Best Practices Tips for Improving Driver Safety Annual Safety Study 		5/16	5/19
JUL/AUG	Spec'ing, Upfitting & Equipment <ul style="list-style-type: none"> Upfitting Tips & Trends Equipment Spec'ing Tips Truck Specification Guidance 		7/19	7/24
SEP/OCT	Technology / Tires / Brakes <ul style="list-style-type: none"> Advances in Truck Fleet Technology Telematics Uses for Modern Fleets State of the Tire Market Brake Safety Tips 	worktruckex.com	9/13	9/18
NOV/DEC	Remarketing & Resale <ul style="list-style-type: none"> Pros & Cons of Outsourcing Supply Chain Management Remarketing Tips & Trends for Work Truck Fleets Remarketing Upfits & Equipment 		10/19	10/24

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