

# 2010 EDITORIAL CALENDAR

Monthly Topics: Light- & Medium-duty Trucks, Tires & Wheels, Fuels & Lubes and EPA SmartWay

<p><b>JANUARY</b></p> <p><b>Equipment Management Techniques:</b> Electrical Systems/Batteries</p> <p><b>Equipment Technology:</b> Axles and Suspension</p> <p><b>Spec'ing for Operational Advantages:</b> Powertrains; <i>Solution Focus: Radiators; Hose; Fans; Fan Clutch; Engine Brakes</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Aftermarket Insight; Refrigerated Trucking</p> <p><b>Bonus Distribution:</b> Technology &amp; Maintenance Council (TMC)</p> <p><i>Ad Closing: December 21</i> <i>Ad Materials Due: December 28</i></p>	<p><b>FEBRUARY</b></p> <p><b>Equipment Management Techniques:</b> Lease vs. Purchase</p> <p><b>Equipment Technology:</b> OBDII Update</p> <p><b>Spec'ing for Operational Advantages:</b> Tire Tread Designs; <i>Solution Focus: Retreads/New Tires; Wheels; TPMS; Wheel Balancing</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Best Practice; Trailer Topics</p> <p><i>Ad Closing: January 22</i> <i>Ad Materials Due: January 26</i></p>	<p><b>MARCH</b></p> <p><b>Equipment Management Techniques:</b> Buying for Resale</p> <p><b>Equipment Technology:</b> Brakes and Stability Control Systems</p> <p><b>Spec'ing for Operational Advantages:</b> NG-Powered vehicles; <i>Solution Focus: Truck Bodies; Fuel Storage; LNG- and LPG-engines</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Aftermarket Insights; Refrigerated Trucking</p> <p><b>Bonus Distribution:</b> Mid-America Trucking Show – MATS</p> <p><b>Additional Opportunities:</b> AdScope Study</p> <p><i>Ad Closing: February 19</i> <i>Ad Materials Due: February 23</i></p>
<p><b>APRIL</b></p> <p><b>Special Issue:</b> Equipment Management Resource Directory</p> <p><b>Equipment Management Techniques:</b> Training Technicians</p> <p><b>Equipment Technology:</b> Oil Filter Technology</p> <p><b>Spec'ing for Operational Advantages:</b> Route Optimization Software; <i>Solution Focus: Hardware; GPS Technology; Trailer Tracking</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Best Practice; Trailer Topics</p> <p><i>Ad Closing: March 22</i> <i>Ad Materials Due: March 25</i></p>	<p><b>MAY</b></p> <p><b>Equipment Management Techniques:</b> Benchmarking Practices</p> <p><b>Equipment Technology:</b> Hybrid Reefers</p> <p><b>Spec'ing for Operational Advantages:</b> Lightweight Components; <i>Solution Focus: Aluminum Wheels; Axles; Wide Singles; Fifth Wheels</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Aftermarket Insight; Refrigerated Trucking</p> <p><b>Bonus Distribution:</b> National Private Truck Council – NPTC</p> <p><i>Ad Closing: April 19</i> <i>Ad Materials Due: April 22</i></p>	<p><b>JUNE</b></p> <p><b>Equipment Management Techniques:</b> Outsourcing Tire Maintenance</p> <p><b>Equipment Technology:</b> Weight Control: Tires and Wheels</p> <p><b>Spec'ing for Operational Advantages:</b> Position-specific Tires; <i>Solution Focus: TPMS; Wheels; Trailers; Shop Lifts; Wheel Balancing Equipment</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Best Practices; Trailer Topics</p> <p><i>Ad Closing: May 21</i> <i>Ad Materials Due: May 26</i></p>
<p><b>JULY</b></p> <p><b>Equipment Management Techniques:</b> Designing a Green Shop</p> <p><b>Equipment Technology:</b> Cooling Systems</p> <p><b>Spec'ing for Operational Advantages:</b> Hybrid Trucks; <i>Solution Focus: Straight Trucks; Tractors; Waste Haulers; Transmissions</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Aftermarket Insight; Refrigerated Trucking</p> <p><b>Additional Opportunities:</b> AdScope Study</p> <p><i>Ad Closing: June 21</i> <i>Ad Materials Due: June 24</i></p>	<p><b>AUGUST</b></p> <p><b>Equipment Management Techniques:</b> Extending Oil Drain Intervals</p> <p><b>Equipment Technology:</b> Wheels and Wheelends</p> <p><b>Spec'ing for Operational Advantages:</b> Diesel Retrofit Concerns; <i>Solution Focus: DPFS; Fan Clutch Kits; Filters</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Best Practices; Trailer Topics</p> <p><b>Bonus Distribution:</b> Technology &amp; Maintenance Council – TMC</p> <p><b>Additional Opportunities:</b> Fleet &amp; Tire Supplement</p> <p><i>Ad Closing: July 19</i> <i>Ad Materials Due: July 22</i></p>	<p><b>SEPTEMBER</b></p> <p><b>Equipment Management Techniques:</b> SCR Maintenance Considerations</p> <p><b>Equipment Technology:</b> Exterior Lighting</p> <p><b>Spec'ing for Operational Advantages:</b> Transmissions; <i>Solution Focus: Clutches; U-Joints; Dressed Axles</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Aftermarket Insights; Refrigerated Trucking</p> <p><i>Ad Closing: August 23</i> <i>Ad Materials Due: August 26</i></p>
<p><b>OCTOBER</b></p> <p><b>Equipment Management Techniques:</b> Maximizing Warranty Dollars</p> <p><b>Equipment Technology:</b> 2010 Performance Report</p> <p><b>Spec'ing for Operational Advantages:</b> Collision Avoidance Systems; <i>Solution Focus: Safety Systems; Seat Belts; Back-up Camera; ABS</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Best Practices, Trailer Topics</p> <p><b>Bonus Distribution:</b> American Trucking Association – ATA</p> <p><b>Additional Opportunities:</b> AdScope Study</p> <p><i>Ad Closing: September 20</i> <i>Ad Materials Due: September 23</i></p>	<p><b>NOVEMBER</b></p> <p><b>Equipment Management Techniques:</b> Using Maintenance Software</p> <p><b>Equipment Technology:</b> Understanding Used Oil Analysis</p> <p><b>Spec'ing for Operational Advantages:</b> Drivetrains; <i>Solution Focus: U-Joints; Axles; Air Suspensions; Clutch; Brakes</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Aftermarket Insights; Refrigerated Trucking</p> <p><i>Ad Closing: October 22</i> <i>Ad Materials Due: October 26</i></p>	<p><b>DECEMBER</b></p> <p><b>Equipment Management Techniques:</b> Outsourcing Maintenance</p> <p><b>Equipment Technology:</b> New Trailer Technology</p> <p><b>Spec'ing for Operational Advantages:</b> Corrosion Protection; <i>Solution Focus: Trailers; Rear Doors; Electrical Wiring; Vehicle Washing Systems</i></p> <p><b>Fleet Profile:</b> Interview of an Industry Top Equipment Asset Manager</p> <p><b>Special Features:</b> Best Practices; Trailer Topics</p> <p><i>Ad Closing: November 19</i> <i>Ad Materials Due: November 23</i></p>