

# CK Marketing & Communications

648-C Churchill Avenue

Columbus, OH 43214

614-459-9369

[www.ck-marketing-communications.com](http://www.ck-marketing-communications.com)

[chris@ck-marketing-communications.com](mailto:chris@ck-marketing-communications.com)

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CK Marketing & Communications established in 1999 as a PR/Marketing firm working exclusively in the heavy truck industry.

- Well respected by industry suppliers, manufacturers, media and trucking fleets
- Large, inclusive database for all media outlets for distribution of news
- Small efficient organization
- All our clients are represented at all times by knowledgeable industry veteran
- Good technical knowledge of heavy truck industry
- We take a pro-active approach to the needs of our clients and we have a proven track record of success.
- Active industry participant~ Member TMC and TWNA

Current client list includes:

- Phillips Industries
- Pressure Systems International
- Jost International
- Webb Wheel
- Mitchell 1
- FTR Associates

Services for contract clients include:

- Initiate, draft, seek approval for and distribute regular news announcements; follow up to identify and if necessary encourage coverage at major trade publications
- Consistent review of editorial calendars for major trade publications; actively pursue inclusion of our clients when subject is appropriate – coordinate participation
- Support at major trade shows
- Organize press conferences
- Act as liaison between media and client
- Status and weekly reports
- Complimentary copies of all CK Commercial Vehicle Research fleet studies
- We offer other added services such as direct mail programs, clipping reports, ad development assistance, negotiate and advise on advertising programs and newsletters which are negotiated separately.

We also offer as-needed only PR assistance when it's required for those companies that do not need full-service support.

Example of what our clients can expect:

In 2015, Phillips Industries received a minimum\* of 100 mentions in print and electronic trade publications. Coverage was unsupported by paid advertising. In addition one of their new products was named as a Top 20 Product of 2015 by Heavy Duty Trucking magazine and as a Top Five Finalist for the TWNA Technical Achievement Award for 2015.

\*Includes only major trade publications that we 'read' on a regular basis

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*Press relations and industry research for suppliers to the heavy-duty industry*

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*CK Marketing & Communications has really helped us increase industry awareness of our products and capabilities. Chris has an excellent relationship with trade publication editors that pays off in lots of opportunities for us to tell our story; and she has good contacts within the fleet and supplier segments as well. I always feel like I'm talking to a trucking person who can write effective PR - not the other way around.*

Frank Sonzala, Executive Vice President  
Pressure Systems International

*I think everybody in our industry who wants to promote their company and their products should use you! In my opinion you're the best there is.*

Pete Joy, V.P. Sales & Marketing  
Phillips Industries

*You do great work Chris! Thanks for all the help you are giving us.*

Tim Musgrave, President & CEO  
Pressure Systems International

*I'm reading your current PR status report for PSI and it goes without saying, you're doing a great job for MTIS - I sincerely appreciate your continued making things happen attitude and deliveries.*

D. Mike Pennington, Senior Director  
Global Marketing Communications  
Meritor

*I just got the October 2004 Newsletter from CTEA AETC and I see that you got us in talking about our wall torque chart. It is rare that I pick up a magazine lately that I don't see a mention of some sort on Webb. Keep up the good work.*

Ginger Campbell, Communications Manager  
Webb Wheel Products

*Chris, your work with the press releases to this point, and preparing for MATS, are reinforcing to me that bringing you on to work with Webb was a great decision. I appreciate your efforts!*

Kent Finkbinder, President OEM Business Unit  
Webb Wheel Products

*Keep up the great work Chris....I'm hearing wonderful things about you.*

Rob Phillips, Vice President Operations  
Phillips Industries

*The July issue of Fleet Maintenance just hit the street and they did a pretty nice write-up based on an interview we had with them. The word is definitely getting out that we exist and the industry seems to be embracing us. Special thanks go out to Chris Kemmer for her role in engaging the truck publishing community.*

Dave Costantino, Director Commercial Vehicle Group  
Mitchell 1

*Chris, I want to thank you for doing such a nice job for us.*

Bob Phillips, President and CEO  
Phillips Industries

*Good to have you on board with Phillips. They are good friends of Newport and we know you'll do a great job for them. They need someone with your trucking experience.*

Deborah Whistler, Editor/Editorial Director  
Heavy Duty Trucking Magazine

*Chris, truth be told you are one of the most pro-active PR people and also one of the people I know will respond to a request even if it is to tell me you can't help. It is so easy to work with you! I appreciate your efforts.*

Denise Rondini, Editor  
Successful Dealer Magazine

*You are the best!*

David Kolman, Publisher  
Fleet Maintenance Magazine

*I'm glad Chris is on-board with you now, (there's) none better*

Rolf Lockwood, V.P Editorial  
Newcom Business Media

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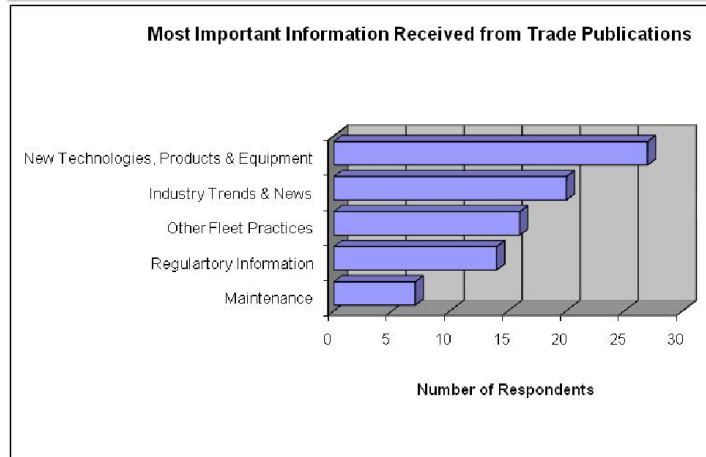
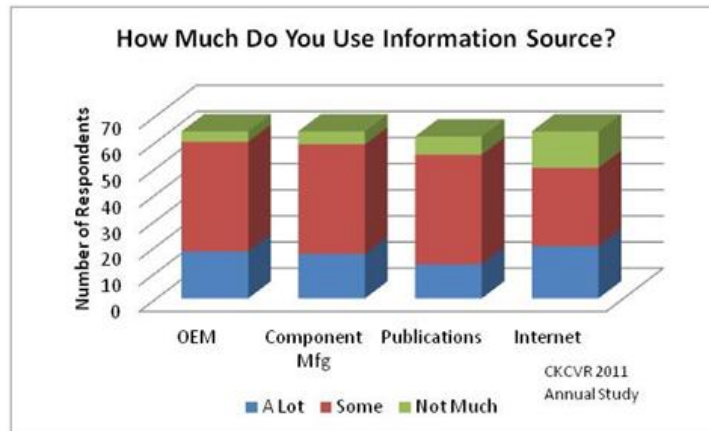
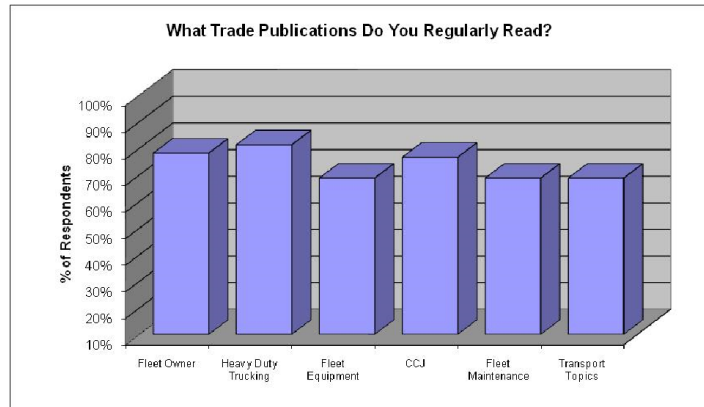
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## Fleets and Trade Publications

The following information was gathered from fleet research conducted by CK Commercial Vehicle Research – a business of CK Marketing & Communications



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## References

### Media

Jason Morgan, Editor  
*Fleet Equipment* 330.670.1234 (Ext. 279)

David Moniz, Publisher  
*Heavy Duty Trucking* (330) 899-2200  
Ext. 21

Jim Mele, Editor-in-Chief  
*Fleet Owner Magazine* (203)-358-4107

David Kolman, Editor  
*Fleet Maintenance* 800-547-7377 ext. 2008

### Industry Suppliers

Rob Phillips, President  
Phillips Industries (562) 781-2121

Tim Musgrave, President and CEO  
Pressure Systems International (210)-222-1926

Ken Kelley, Group President  
Fontaine Fifth Wheel (205) 661-4967

Rich Carroll, V.P. Sales  
Jost International (616)-638-1388

Eric Starks, President  
FTR (888) 988-1699  
Ext. 41

Carl Tapp, Fleet Consultant  
Retired V.P. Maintenance P.A.M Transport (479) 789-5992

Pete Joy, Consultant  
Phillips Industries (562) 781-2121  
Ext. 113

Tim Musgrave, President/CEO  
Pressure Systems International (210) 222-1926

Jill Shaefer, Senior Marketing-Communications Specialist  
Mitchell 1 (858) 391-5000  
Ext. 6207

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## News Announcement Publication and Organization Distribution

10 4 Magazine	Government Product News	School Transportation news
8-Lug HD Truck	HDCC, Canada - Org	Successful Dealer
Aggregates Manager	HDMA - Org	The Hauler
American Towman	Heavy Construction News	The Trucker
American Trucker	Heavy Duty Aftermarket Journal	Tire Business
American Waste Digest	Heavy Duty Trucking	Tire Review
Associated Construction Publication	Hydraulics and Pneumatics	Today's Trucking
Atlantic Trucking	IANA - Org	Tow Times
Automotive Engineering Int.	Inbound Logistics	Traffic World
Autotransporte 2000 - Mexico	Jobber News	Trailer Body Builders
Beverage World	Journal of Commerce	Transport Routier
Big Rig Owner & RPM for Trucks	Landline	Transport Topics
Business Fleet	Light/Medium Truck	Transportation & Distribution
BusLine Magazine	Logging and Sawmill Journal	Transportation Management
Busride Magazine	Logistics Management	Transportation Quarterly
Canadian Transportation	Logistics Today	Transporte Latino
Equipment Association	Mass Transit	Transportes - Mexico
Commercial Carrier Journal	MEMA - Org	Transportista - Mexico
Concrete Construction	Metro Magazine	Tree Care Industry Magazine
Concrete Producer	Modern Bulk Transporter	Truck Blue Book
Construction Business Owner	Modern Tire Dealer	Truck News
Construction Equipment	Motor Diesel Mexico	Truck Parts and Service
Construction Trucks/Trucking Eq. News	Motortruck (Canada)	Truck West
Custom Rigs (Randall)	NAEDA - Org	Truckers News
DC Velocity	NAFA Fleet Mgt Assoc - Org	Trucking Times
Deadline Factory	National Defense Magazine	TCA - Org.
Defense Transportation Journal	NATM - Org	Utility and Telecom
Diesel Power	Newcom	Utility Fleet Professional
Diesel Progress	NGT (New Generation Transportation)	Utility Products
Eastern Trucking News (Canada)	NTEA News	Wards Automotive
Electrical Business	Odyssey Network	Waste Age
Equipment Today	OEM Off Highway	Waste Handling Eq. News
Equipment World	Ontario Trucking News	Waste News
E-Trucker.com	Overdrive Magazine	Western Canada Trucking
Fleet Equipment	ProTrucker	Work Truck Magazine
Fleet Maintenance Magazine	Randall Reilly	
Fleet Owner	Refrigerator Transport	Added Rail Publications:
Global Logistics/Supply Chain	Road King	
Global Trailer - Australia	Roads and Bridges	Railway Age
Government Fleet Magazine	Rubber and Plastic News	Progressive Railroading
	School Bus Fleet	

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The following is an example of the media editorial matrix we produce each year for our clients based on information contained in each magazine's media kit. We highlight and pursue opportunities for them to participate in articles pertinent to their products and/or capabilities

Publication	Article Type	January	February	March
<b>Fleet</b>	<b>Equipment &amp; Technology</b>	Truck, Tractor/Trailer air suspensions	Alternative fuel vehicles	Electron logging devices
<b>Equipment</b>		Cargo safety, doors and locks	natural gas tanks, fueling infrastructure	HOS automated logs, back office reporting
	<b>Managing Assets</b>	<b>Tire Programs</b>	New vocational truck technologies	Axles: new tech and ratio options
		Wheels, widebase singles and retreads	Alternative fuel, stake bodies, dump bodies	Dressed axles and hubs
	<b>Component</b>	Truck/Trailer aerodynamic packages/options	Engine Filtration	Managing hotel loads/parasitic loads
		Trailer skirts, tails, under-tray solutions, fa	Engine lubes	Batteries, inverters, electric harnesses, ligh
	<b>Supplements</b>			
<b>Fleet Owner</b>	<b>management</b>	Get ready for more regulations	Fleet Owner 500	The Virtual Shop
	<b>Equipment</b>	Autonomous Trucks: what do fleets want	Advances in advanced safety	Maint for vocational fleets
	<b>Technology</b>	Wearables for trucking	What's an ELD	Advanced analytics: Metrics for the shop
	<b>Hardware Report</b>	Seats	Fifth Wheels	Refrigeration
	<b>Vocational Profile</b>	Tank	Leasing	Waste hauling
	<b>Columns</b>	Fleets On-line, Maintenance Bay, Green	Fleet, Light and medium report, parts and	Service, safety, Tire Tracks, private fleets
	<b>Special Sections</b>		Tire Chart	
	<b>Supplements/Special</b>			
	<b>Comments</b>			
	<b>Year-long series</b>			
<b>HDT</b>	<b>Management</b>	How to fix a bad safety profile	Software as a service	HDT's Truck Fleet Innovators
	<b>Equipment</b>	Alternatives to new (used, lease, gliders)	Top 20 Products	The impact of the new GHG rules
	<b>Maintenance</b>	Outsourcing	Series: The modern maint manager	Series: The modern maint manager
	<b>Tires and Wheels</b>	Behind the latest tire trends	New tire maintenance technology	How to Save Tires
	<b>Trailers/Bodies</b>	The CA Compliant Trailer	Work truck bodies	Trends in dry vans
	<b>Survey Says</b>	Shop productivity	Lighting	parts purchasing
	<b>Extra</b>			
	<b>Comments</b>			
<b>CCJ</b>	<b>Business Feature</b>	Economic Outlook	CCJ Reader Reviews	Carerr Leadership Award
	<b>Equipment Feature</b>	PC-11 Oil Update		
	<b>Equipment in focus</b>	In-cab heating systems	Brake Inspection tips	The life of tires
	<b>Technology in focus</b>	Electronic Purchasing	Tire pressure monitoring	Weight station by-pass
	<b>Comments</b>			
<b>Fleet Maintenance</b>	<b>Best Practice</b>		Risk Based Maintenance	Spill Containment and Cleanup
	<b>Heavy Duty</b>		CSA Violations	6x2 Axles
	<b>Medium Duty</b>		Future Work Truck Technologies	Spec'ing Truck Chassis
	<b>Light Duty</b>		Light Truck and Van Roundup	Bi-Fuel Systems
	<b>Guest columns</b>		Powertrains, Reman/Repower/Rebuild	Tires
	<b>Supplements</b>			Tool and Equipment
	<b>Comments</b>			
<b>TP&amp;S</b>	<b>Feature topic</b>	Aftermarket Economic Update	DOTY Winner profile	The benefits of co-op marketing
		New OEM's on the horizon	Fighting winter and corrosion	How accessories can boost overall sales
	<b>Online focus</b>			
	<b>Comments</b>			
<b>Trlr Body Builders</b>	<b>Special</b>	Work Truck Show and NTEA Convention	Trailer Industry Report & Int'l Coverage	Truck Equipment Distributors
	<b>New product Focus</b>	Lifgates	Truck Bodies	Trailer and Truck Body Hardware
	<b>Comments</b>			
<b>Bulk Transporter</b>	<b>Editorial focus</b>	Oilfield Hauling	Maintenance/Repair Directory	Tank Cleaning & Cleaning Directory
<b>Transport</b>	<b>Wk 1</b>	Year in Review	Panama Canal Expansion - Update	TMC Review
<b>Topics</b>	<b>Wk 2</b>	AVL Update (itech)	Twin 33's impact (E&MU)	Trailer Aerodynamics (ITECH)
<b>Monthly</b>	<b>Wk 3</b>	Filtration	TMC preview issue	PM's for heavy haulers
<b>Supplement</b>	<b>Wk 4</b>	Parts, balancing, stocking and ordering	High tech driver recruitment	Mid America Truck Show Issue
	<b>Wk 5</b>		TMC Show Issue	
	<b>Comments</b>			

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