

### ■ **JANUARY—2010 Emissions**

As the new year begins, so do sweeping Environmental Protection Agency (EPA) 2010 requirements for engine emissions. The California Air Resources Board (CARB) also has rules restricting use of refrigerants that harm the Earth's ozone layer. Emphasis is on news relating to these areas, and RT welcomes press releases on products and services that address compliance with the regulations taking effect.

**Advertising opportunities**—We've dedicated a special content category—[2010 Emissions](#)—on the website for this topic. Monthly exclusive banner ad sponsorships are available.

### ■ **FEBRUARY—Refrigeration Unit Repair**

The only complete guide to refrigeration unit service locations throughout North America, refrigerated fleets use this comprehensive directory when they need repairs or other special services.

**Advertising opportunities**—Enhance your free listings in the [Reefer Repair Guide](#) with email and web addresses that link back to your own site.

### ■ **MARCH—Driver Recruitment and Retention**

Demographic changes are producing an increased demand for a pool of qualified labor for truck driving, forcing fleet operators to cast a wider net for workers to keep the seats of their trucks filled. Finding drivers, and maintaining programs to keep the more qualified ones, concerns the entire industry. The editorial emphasis of this month will be on best practice training and retention methods and processes. Priority will be given to news releases pertaining to these topics.

### ■ **APRIL—Gross Revenue Report**

A listing of the top for-hire refrigerated carriers, along with their revenue and operating ratios for 2009 compared to 2008. Reports dating back to 1999 figures are available on the [Annual Gross Revenue Reports Archive](#).

### ■ **MAY—Mid-America Trucking Show**

Complete coverage of the MID-AMERICA TRUCKING SHOW March 25–27 in Louisville, KY. This will include details on the latest innovations in truck trailers, medium and heavy trucks, and trailer components.

### ■ **JUNE—Refrigerated Warehousing & Distribution**

A comprehensive list of public cold storage facilities offering local delivery and other services. This reference is designed to help shippers and linehaul carriers secure efficient local distribution.

**Advertising opportunities**—Listing enhancements available for the [PRW and Distribution Directory](#) include adding your email address and a link back to your website.

### ■ **JULY—Food Safety and Traceability**

Product recalls and food-related illnesses have vaulted these topics into the forefront of recent news. Our focus will be on government actions to reform food safety and make products more traceable in the farm-to-fork chain. Any products related to these areas will receive priority in our news presentation.

### ■ **AUGUST—Produce**

Fruits and vegetables are fragile commodities requiring precise—and safe—handling methods. Drivers must be trained, and equipment must be specified carefully. Both long-haul and local produce operations news will be featured in our emphasis this month, and news on products and services related to produce is encouraged.

### ■ **SEPTEMBER—Dairy**

In the dairy business, almost all institutional food is handled and distributed at the local level. Features will include scheduling problems, storage, cargo handling techniques, and special equipment needs. We welcome all dairy-related news and will provide it prominent coverage this month.

### ■ **OCTOBER—Supermarket**

As supermarkets continue to assume more and more of the store delivery of products traditionally delivered by vendors, distribution becomes very complex. Truck fleets get bigger, warehouses must be able to accommodate more types of products, and route-scheduling becomes an exciting science. Supermarket-related news takes precedence in October, so send us releases affecting this industry.

### ■ **NOVEMBER—Power Guide**

This comprehensive guide contains detailed specifications for next year's trucks and tractors. Special attention is given to optional equipment (engines, transmissions, and axles) and components, information fleet managers use to tailor vehicles to their individual needs. All powertrain-related new releases we receive will be presented accordingly.

### ■ **DECEMBER—Refrigerated LTL Routing Guide**

Shippers, receivers, and refrigerated carriers use this reference throughout the year. Shippers need the guide to route less-than-trailerload shipments to buyers throughout the nation. Carriers use the guide to locate interline carriers. Receivers use it to purchase transportation for incoming products.

**Advertising opportunities**—No need to create ads in a different format! The layout of the [Refrigerated LTL Guide](#) is done in the same manner as the traditional print version and uploaded to the site as a PDF that is available anytime for printing, downloading, or emailing.

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Celebrating our 46th year serving the refrigerated food distribution industry!