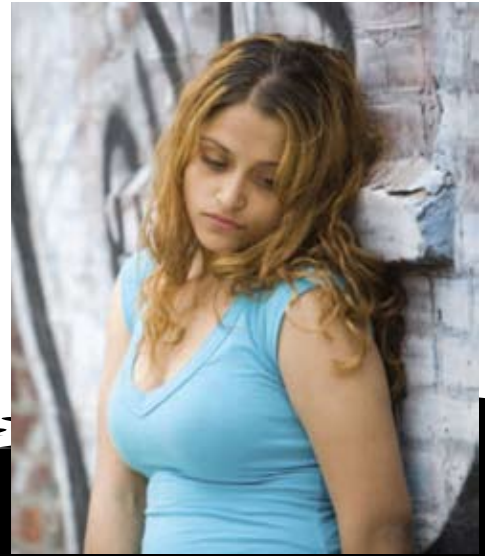




Target Media Partners
TRUCKING DIVISION



TMP Trucking Division & Truckers Against Human Trafficking Teaming Up to **HELP STOP Human Trafficking**



2012 Calendar – Sponsorships Now Available
A portion of all sponsorships will go to TAT.

TMP Trucking Division is teaming up with Truckers Against Human Trafficking (TAT) in a fund-raising event that will prove beneficial to drivers everywhere while helping a superb cause.

This 2012 Calendar is perfect for drivers to keep along with their log books or to hang in their sleepers and will be referenced daily, which makes it the perfect place to promote your company while supporting the Truckers Against Human Trafficking organization.

ABOUT TRUCKERS AGAINST HUMAN TRAFFICKING:

Human trafficking, a term for modern-day slavery, is a \$32 billion worldwide industry with more than 27 million people enslaved. It has been reported in all 50 states and the number of victims in the U.S. is estimated in the hundreds of thousands. While illegal, human trafficking is a booming business, second only to drug trafficking. Most of the people trafficked are women and children. Many of them are used in the sex industry. They are the prostitutes on the street, at truck stops and in motels. They need help. They need to be identified and rescued.

The goal of Truckers Against Trafficking (TAT) is to educate, equip, empower and mobilize members of the trucking and travel plaza industry to combat domestic sex trafficking. The “2012 Teaming Up to HELP STOP Human Trafficking Calendar” will serve as an education module and help keep this important message fresh in the minds of truckers across the nation.



OPPORTUNITIES:

- The front cover will showcase all sponsor logos as added value for participating.
- The Inside Front Cover priority position customer will be placed adjacent to editorial provided by Truckers Against Human Trafficking along with their National Hot Line Number. **Cost: \$2,500**
- 12 sponsorships are available adjacent to the 12 calendar months. Calendar sponsors will have optimum exposure with 29-31 straight days of visibility!
Calendar Sponsors \$3,000 each
- One sponsorship is available adjacent to the Year At A Glance page. The full 2012 & 2013 calendar years will be viewed many, many times as users reference this page for future planning. **Year At A Glance Sponsor \$3,200**
- The Inside Back Cover priority position customer will be placed adjacent to editorial provided by Truckers Against Human Trafficking along with their National Hot Line Number. **Cost: \$2,500**
- The Back Cover Priority position is a highly visible placement, viewed every time users pick up the calendar. **Back Cover Sponsor \$2,200**

****Space is limited and available on a first come, first served basis****

Sales Close / Artwork Deadline Nov 1, 2011 –

all artwork must be provided in 10.875”x 8.375” (final trim size) horizontal format

Distribution: mid-November through MATS 2012