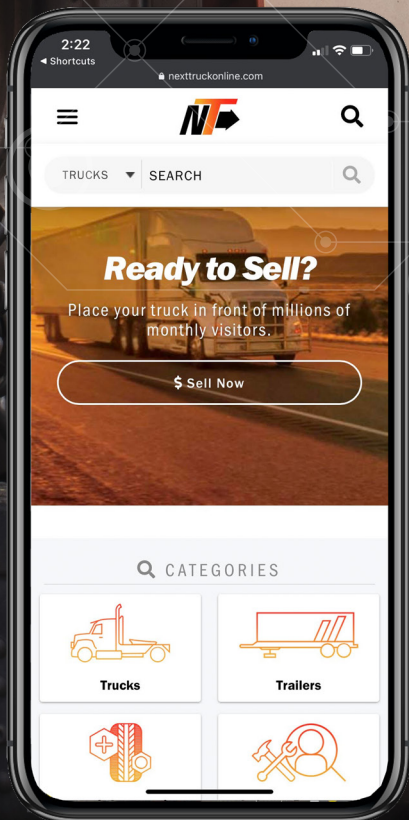


NEXTTRUCK Sets the Pace: Constant Changes met with Constant Innovation



2021 MEDIA KIT

2020 was a year of change. NextTruck has remained an Industry Leader because we are all about innovation with our digital marketplace for trucking and our full range of business marketing services.

Dear Valued Customer,

Industry Leader NextTruck Sets the Pace

In 1937, when our parent company was founded, innovation was the cornerstone of our business. Our products were new, exciting, cutting-edge, comprehensive and, most of all, effective. For over 80 years, we've worked hard to stay out front and in sync with our customers and the "buy/sell" markets that we serve. With our world constantly changing, NextTruck is constantly evolving to better serve you.

Why NextTruck?

Imagine selling your commercial vehicles while spending less with affordable pricing and being able to place your truck ad in front of millions of monthly visitors.

NextTruck is Here for You

We make it easy for your consumers to access information on financing, insurance, vehicle history, auctions, and shipping while you search, from box trucks and dump trucks to flatbed trucks and pickup trucks.

Whether with our website, social media, marketing services, or email marketing the opportunities are endless.

As we continue to grow and innovate, we're excited about the future. It's a new world that we live in, but luckily you have an industry leader that's here to help. We're excited to offer you great products and services that help you succeed.

Let us help you!

The logo for NextTruck features the word "NEXT" in a bold, italicized, yellow font, followed by "TRUCK" in a bold, italicized, red font. The letters are slanted to the right, giving a sense of motion and speed.

Put your inventory where it matters most— in front of buyers while they are shopping

NEXTRUCK

Traffic Report

1,493,578 USERS
(Jan. 2020 - Dec. 2020)

Average Time
3:04

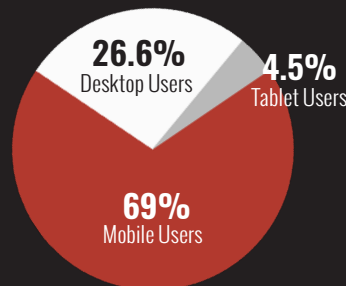
Sessions
1,936,925

Pageviews
6,513,457

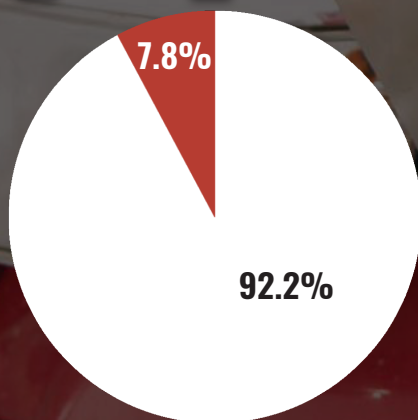
Pages/Session
3.36

Age Range

1. 35-54
2. 25-44
3. 45-54
4. 65+
5. 18-24



New **Returning**



Company Profile and Inventory List

Company Profile

The screenshot shows the 'Company Profile' page on the NEXTTRUCK website. At the top, there is a search bar with the text 'Find trucks or trailers'. Below the search bar, there are navigation tabs for 'Trucks/Trailers', 'Auctions/Events', and 'Find a Company'. The main content area displays the company name 'Complete Recycling' in a large blue font. Below the name, there is a location pin icon followed by the address '3040 Pulaski Hwy North East, MD 21901 United States', a phone number '+1 443 406 2539', and a 'Visit Dealer Website' button. A 'Contact Dealer' button is also present. A short paragraph of text describes the company's commitment to recycling. At the bottom of the profile section, it says '19 results'.

- Direct link to your website
- Comprehensive inventory
- Links to social media
- Contact information
- Branding w/your company logo
- Company biography

Inventory List

The screenshot shows the 'Inventory List' page on the NEXTTRUCK website. It features a grid of 12 truck listings. Each listing includes a small image of the truck, a model name, and a price. The listings are as follows:

Model	Price
2018 INTERNATIONAL DUMPTAR 4400	\$75,000 USD
2007 FRESHPLANE MB 112	\$75,000 USD
2011 WESTERN STAR 4900FA	\$60,000 USD
2006 FRESHPLANE MB 120V	\$47,000 USD
2003 FORD F750	\$65,000 USD
2012 FORD F350 SD	\$60,000 USD
2006 INTERNATIONAL T400	\$60,000 USD
2007 INTERNATIONAL T400	\$60,000 USD
2006 CHEVROLET C850	\$55,000 USD
2007 UD 2300	\$57,000 USD
2012 FORD F350 XL	\$55,000 USD
2005 STERLING 800	\$55,000 USD

- Buyers find your inventory when searching.
- Buyers have quick access to call or email you directly.

Premium Placement upgrade available for just \$40/item/month. Geo-targeting also available.

Basic web banner sizes, prices and specifications



Leaderboard Banner

728 x 90 pixels

(Mobile Responsive Size)

300 x 250 pixels

\$500 per month



Auction Page Banner

300 x 250

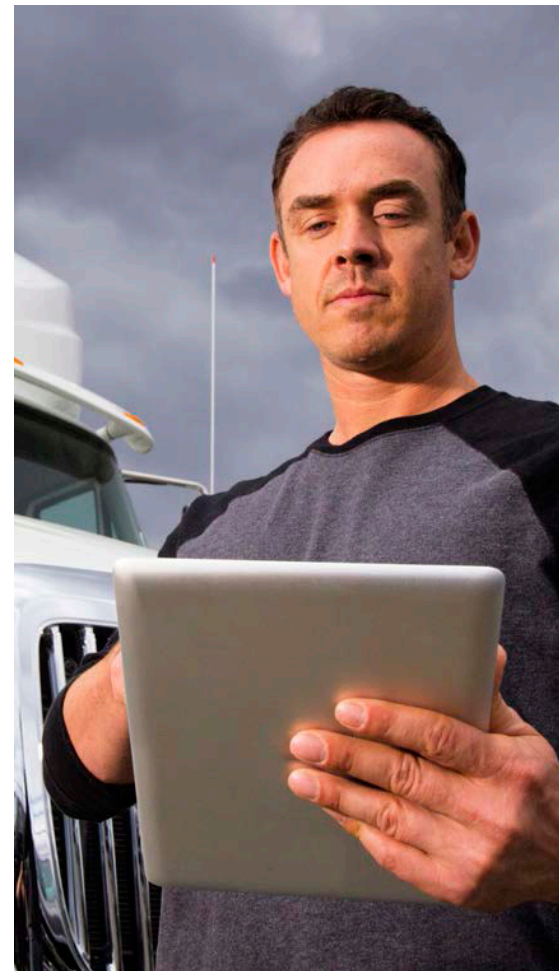
\$750 per month



Homepage Banner

336 x 280 pixels

\$1,000 per month



Banners must be RGB files at 96 ppi in JPG, PNG or GIF format. There is a 6 second time limit on all animated GIFs. Fixed banner placement and banner ad design services are available for an additional cost.

3 WAYS TO CONNECT

WITH POTENTIAL BUYERS THROUGH EMAIL

Meet NextTruck's engaged audience in their inbox. Offering 3 ways to connect with over 15,000 potential buyers via email with:

HOT DEALS

(Starting at \$100/month)

- Targeted, inventory-based email that features 3 or 6 listings of your choice
- Drive engagement back to your listings on NextTruck
- Increase your brand awareness with your logo, address, and phone number

NEWSLETTER FEATURES

(Starting at \$200/month)

- Feature newsworthy articles specific to your business
 - Drive brand awareness through banner
 - advertisements that support your business goals
- Option for multiple sends per month, keeping you top of mind with engaged buyers

ADVERTISER EXCLUSIVE EMAILS

(\$1,000 with provided HTML Email)
(\$1,225 with up to 3 hours of design time)

- Custom email campaign that drives traffic and engagement back to your business's website
- Promote your business by targeting the inbox of buyers while they research
- Decide the message, design, and targeting to ensure maximum ROI

15K

Connect with over **15,000** potential buyers today with an average **open rate of 21%**

(NXT, 2020)

60%

of consumers say they've made a purchase as the result of a marketing email they received

(Constant Contact, 2020)



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(565) 555-5555

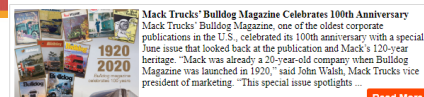
✓ View Inventory



The Horizon

The Monthly Newsletter Brought to you by:

NEXTTRUCK
www.nexttruckonline.com



Mack Trucks' Building Magazine Celebrates 100th Anniversary
Mack Trucks' Building Magazine, one of the oldest corporate publications in the U.S., celebrated its 100th anniversary with a special June issue that looked back at the publication and Mack's 120-year heritage. "Mack was already a 30-year-old company when Building Magazine was launched in 1920," said John Walsh, Mack Trucks vice president of marketing. "This special issue spotlights..."

Read More



VISIT US TODAY TO SEE ALL OF OUR INVENTORY

ATBS

Freight Rates and Volume Prove to be Biggest Hurdles During Pandemic, According to Survey
Earlier this month, ATBS conducted a survey of over 300 owner-operators about the effects of COVID-19 on their businesses. This survey sheds some light on how the pandemic has affected...

Read More

Increase marketing exposure with a social media boosted post

Messaging and inventory to a prime audience.

- Boosted exposure for a 7-day period to the NextTruck Facebook audience of 318K+
- Choose a video or up to 25 pictures to promote and increase your exposure
- Link to your company Facebook page and website to drive awareness and build your audience and traffic
- Geotargeting available
- Post is also shared on Twitter and Instagram channels

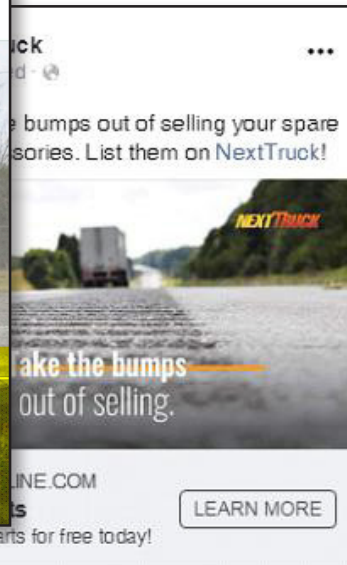


RATES: Starting at \$1,000/post

- Impressions: 186,000 • People Reach: 70,000 • Reactions: 2,100
Shares: 92 • Post Clicks: 9,100 • Link Clicks: 546

RATES: Starting at \$1,000/post

- Facebook Likes: 333,000+ • Twitter Followers: 7,300+
• Instagram Followers: 8,200+



Featured Truck Averages:

- Impressions: 19,800 • People Reach: 10,900 • Reactions: 450
Shares: 13 • Post Clicks: 700 • Link Clicks: 14

Feature Your Truck Rates: Only \$200!

- 10 Picture Limit • Only One Post Per Week

*Post must link back to NextTruck





NEXTTRUCK

a division of  **TRADER**
INTERACTIVE

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