



CELEBRATING OVER 25 YEARS SERVICING THE TRUCK ACCESSORY AFTERMARKET

3221 Tyrone Blvd. North • St. Petersburg, FL 33710 • 800.456.9222 • www.OutpostGroup.com

2016



EVERYTHING FOR YOUR TRUCK!

Top-Notch Truck ...

...is a direct mail magazine for aftermarket truck accessories. The magazines are customized with each sponsoring dealer's identity, location and phone numbers. Each dealer has their own targeted mailing list for magazine circulation. The purpose of Top-Notch Truck is to create brand awareness, sales appeal, store traffic, and sales for truck aftermarket dealers and suppliers.

Program includes a six time mailing cycle. Two editions are printed per calendar year.

Spring: January through June

Fall: July through December

2015 Top-Notch

Truck Dealer Roster

Custom Camper Covers Huntsville AL
Southern Truck Outfitters Decatur AL
Line-X of Escondido Escondido CA
Cap City Danbury CT
Buddy's Holiday Truck & Van Fort Pierce FL
Arrow Toppers Pinellas ParkFL
Rayside Truck & Trailer W. Palm BeachFL
Line-X of Lauderdale Pompano BeachFL
Custom Camper Lake City GA
Line-X of Mason City Mason City IA
Midwest Toppers & Pickup Accessories Effingham IL
Tillman's Van & Truck Greenwood IN
Tillman's Van & Truck Plainfield IN
Hardin County Truck Tops Elizabethtown KY
Performance Off Road Alexandria KY
Line-X of Louisville Louisville KY
Stuff for Trucks Louisville KY
Roberts Truck Accessories Lake Charles LA
Truck'n America Ocean City MD
Truck'n America Laurel MD
Truck'n America Finksburg MD
Truck'n America Waldorf MD
Line-X of Augusta Farmingdale ME
ACR Performance Fruitport MI
Advantage Auto & Truck Zeeland MI
Alum-a-Lite Truck Country Michigan CenterMI
Bruce's Truck Accessories Mattawan MI
Topper Town Albuquerque NM
Truckin' America Rochester Rochester MN
Pur Performance St Charles MO

MidAmerica Truck Tops Eureka MO
Midwest Customs Carrollton MO
Camper City Gulfport MS
Truck Accessories & Covers Lincoln NE
Rhino Linings of Trenton Trenton NJ
Cooper's Truck Accessories New Boston OH
Fastlane Truck Accessories Chesterland OH
Fastlane Truck Accessories Mentor OH
The Cap Place Mansfield OH
The Truck Shop Toledo OH
Cap Stop North Canton OH
Classic Accessories LLC St Clairsville OH
Engle Sales & Service Martinsburg OH
McLaughlin Truck Caps & Trailer Sales Salem OH
Steve's Vans Marietta OH
Cap It Off Allentown PA
Elite Custom Coach Murrysville PA
Line-X of Knoxville Knoxville TN
Accessory Superstore Denton, TX
Line-X of Johnson County Cleburne TX
Texas Tops McAllen TX
Quality Truck Accessories Longview TX
Stone's Camper Sales San Marcos TX
Truck'n America Fredericksburg VA
Truck'n America Purcellville VA
Southwest Camper Sales Inc. Coeburn VA
A & K Truckland Green Bay WI
Cap Connection Waukesha WI
Extreme Truck Outfitters Casper WY

TOP-NOTCH Truck Program Overview

Every product needs a hard-driving vehicle to penetrate lucrative markets and produce sales. For truck accessory manufacturers that critical link between your products and customers is provided by Top-Notch Truck. TNT is the largest direct marketing program produced specifically for truck accessory manufacturers and dealers. By reaching the perfect customer at the perfect time, this high-octane program fuels profits for your products.

DIRECT MAIL MARKETING

- *Guaranteed distribution*

With up to 50,000 copies distributed and a readership exceeding 100,000 people TNT magazine provides your products with the perfect platform to make a lasting impression.

- *National network of participating truck accessory dealers*

Participating dealers to partner with you to distribute your products. Your ad will be prominently featured in every dealer's magazine creating a unique partnership with TNT.

- *TNT targets your most lucrative customers*

Reaching the perfect customer (truck owners) at the perfect buying time, TNT drives sales of your products by delivering your products directly to these buyer's doors.



TOP-NOTCH TRUCK A PUBLICATION OF OUTPOST COMMUNICATIONS

3221 Tyrone Blvd. North • St. Petersburg, FL 33710 • 800-456-9222 • 727-347-6720 • Fax 727-344-0327 • rick@outpostgroup.com

Top-Notch Truck offers dealers a choice of various specific manufacturer covers & spreads while still keeping the magazine customized to their dealership!



ARE No Matter What Your Truck Needs...

LSX Best Fitting Cover
• Perfect Fit
• Superior Protection
• Durable Construction
• Easy to Install
• Available in Multiple Colors

LSII We Have You Covered!
• Superior Protection
• Durable Construction
• Easy to Install
• Available in Multiple Colors

Z See Your Truck into the Future
• Superior Protection
• Durable Construction
• Easy to Install
• Available in Multiple Colors

CX Superior Protection
• Durable Construction
• Easy to Install
• Available in Multiple Colors

We Have You Covered.

V The Value Leader
• Superior Protection
• Durable Construction
• Easy to Install
• Available in Multiple Colors

MX In a Class of Its Own
• Superior Protection
• Durable Construction
• Easy to Install
• Available in Multiple Colors

TW Aerodynamic Design
• Superior Protection
• Durable Construction
• Easy to Install
• Available in Multiple Colors

DCU Superior Commercial Units
• Superior Protection
• Durable Construction
• Easy to Install
• Available in Multiple Colors

TRUCK, SUV, CAR & VAN ACCESSORIES

TILLMAN'S NOY'S SPORT TRUCK CENTER

10241 Old National Rd.
Indianapolis, IN 46231
317-268-0000

385 E. Main Street
Crownpoint, WY 82401
317-885-7400 • 800-328-5556

SECURE YOUR CARGO!

ARE

TRUCK, SUV, CAR & VAN ACCESSORIES

Cooper's Trucks and Accessories

3870 Rhodes Ave. | New Boston, OH 45662
877-354-0699 | 740-456-4646
www.CoopersTrucks.com

SECURE YOUR CARGO!

UNDERCOVER

Only for the Elite...

ELITE

The new Elite... is a completely redesigned and built-in truck cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

LUX Eliminate The Wait & Eliminate The Weight
• Strong • Lightweight • Easy To Remove

PAINTED TO MATCH

BETTER STORAGE Within Your Reach.

ING CASE

FLEX Use Your Bed, Anytime, Anywhere, Any Way You Want It
• Secure Design • No Drill Install • Weather Resistant • Easy Removal • FRP Composite Panels (stronger than aluminum)



LEER LEER Truck Caps and Tonneau Covers... The Only Cover That Fits Your Truck Perfectly.

700 The 700 Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

550 The 550 Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

1000X The 1000X Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

1000A The 1000A Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

1000XL The 1000XL Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

122 The 122 Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

1800C The 1800C Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

100A The 100A Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

Ask about all the LEER truck cap features and options.

LEER is your source for factory-installed truck caps and tonneau covers.

TRUCK, SUV, CAR & VAN ACCESSORIES

SIX ROBBERIES, INC.

3000 Commercial Dr.
Anchorage, AK 99501
907-278-5171 | 800-478-5173 (AK)

2281 E. Sun Mountain Ave.
Wenatchee, WA 98094
509-376-5001 | 800-478-1982 (WA)

4748 Old Forward Highway
Anchorage, Alaska 99503
907-244-2107

SECURE YOUR CARGO!

LEER

TRUCK, SUV, CAR & VAN ACCESSORIES

TRUCK ACCESSORIES-N-COVERS, INC.

3060 N. 20th St. • Lincoln, NE 68521
402-475-8068 • www.Accessories-N-Covers.com

SECURE YOUR CARGO!

CENTURY

CENTURY TRUCK CAPS AND TONNEAUS

Royal The Royal Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

Silhouette The new Silhouette Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

Cargo Cover/CargoLid The Cargo Cover/CargoLid Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

Ultra Sport The Ultra Sport Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

Ni-C The Ni-C Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

T-Class The T-Class Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

Aluminum The Aluminum Series is a full bed cover that fits your truck perfectly. It's the only cover that's built-in, so it's always there when you need it. It's also the only cover that's built-in, so it's always there when you need it.

TRUCK CAPS | THE RIGHT CAP FOR YOUR TRUCK.



2016 ADVERTISER TNT RATE CARD

MECHANICAL SPECIFICATIONS

GENERAL CIRCULATION AND ADVERTISING RATES

Circulation

Total circulation up to 50,000
Number of participating retailers up to 100

General Information

Editorial Statement

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Frequency

Program includes a six time mailing cycle.
Two editions are printed per calendar year.

Advertising Options

All ads are four-color
Full Page \$4,500
1/2 Page \$2,500
1/4 Page Vertical \$1,500

Mailing Seasons

Spring: January through June
Fall: July through December

Closing Dates and Space Reservations

Spring: Space Reservation. . . . December 31, 2015
Final Ad Materials January 8, 2016
Fall: Space Reservation. . . . June 24, 2016
Final Ad Materials. July 1, 2016

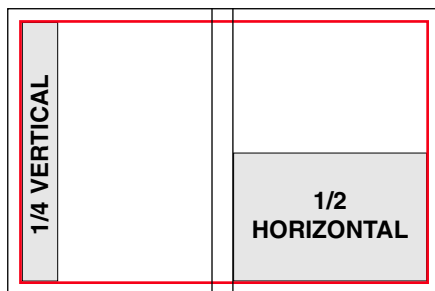
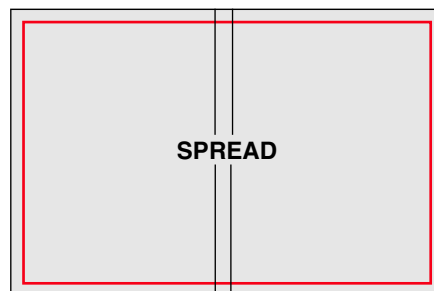
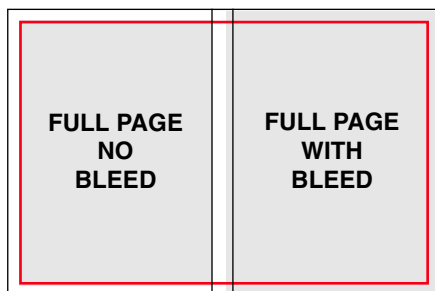
Preferred Advertising Media

We accept only digital format. No film, please. We create the magazine in Quark on Macintosh. We accept files on Zip or CD media or via our FTP site. Call for FTP instructions.

Send All Advertising Materials to:

Outpost Communications
Top-Notch Truck
3221 Tyrone Blvd. North • St. Petersburg, FL 33710
VOICE 800-456-9222 • 727-347-6720
FAX 727-344-0327
E-MAIL jason@outpostgroup.com

Mechanical Requirements



AD RATES	
Full Page (No Bleed) . . .	\$4,500
Full Page Bleed	\$4,500
1/2 Page Horizontal	\$2,500
1/4 Page Vertical	\$1,500

Publication Trim Size.....8-3/8" x 10-7/8"
Ads based on a 7" x 10" page area.

DISPLAY AD SIZES

Full Page (No Bleed)7" x 10"
Full Page Bleed.....8-3/8" x 10-7/8"
(Add 1/8" bleed on all sides for a total size of 8-5/8" x 11-1/8")
1/2 Page Horizontal.....7" x 4-7/8"
1/4 Page Vertical3-7/16" x 4-7/8"

Printing Specifications

Paper: 60 lb. Gloss Text
Binding: Saddlestitched
Size: 8-3/8" X 10-7/8"

Electronic files are requested. Files must be accompanied by a contract color proof. Electronic files **must be in CMYK mode**. **No spot colors.** Files provided must be usable without alteration or repair. Items not meeting this requirement will be repaired by the customer or the publisher at the current rate of \$95 per hour. Ads may be sent on compact disc in jpg, tif, eps, and/or pdf format at 300dpi or via e-mail.

- No cancellations for display advertising are accepted after applicable closing date of publication.
- Published rates are net and non-commissionable for recognized agencies.

- Bleeds must be 1/8th inch on all four sides.

TOP-NOTCH Truck Direct Mail

WINNING NEW CUSTOMERS IS EXPENSIVE

So, keeping existing customers is worth every penny you invest. And keeping customers really comes down to keeping in touch with them. Within reason, the more often you connect with your customers, the more often they will be thinking of you and the more likely they are to return to buy from you again. And they'll tell their friends about you, too.

"Absence makes the heart grow fonder," they say. Whoever *they* are, they never worked in marketing. Customers quickly forget. It's the job of marketing to remind them of who you are and give them reasons to return to your shop.

Two of the most effective methods of keeping in touch are direct mail and e-mail marketing.

You may think e-mail is so quick, cheap and easy that you don't need to deal with printing and mailing anything ever again. Think again. E-mail is also much easier to delete than snail mail. People at least have to carry the mail from the mailbox to the trash bin. E-mail doesn't get those extra few seconds of exposure.

Don't get me wrong. I love e-mail. It's just not the marketing silver bullet that you may think it is. I get more than 100 e-mails a day. Most go unopened. I get about five pieces of mail a day, and almost every one gets noticed.

HOW TO HAVE PERFECT TIMING

Here's a true story about the effective use of direct mail to sell automotive services to a very marketing-savvy consumer. The customer: my wife, Beth.

One day, I got a birthday card from a local service station with a coupon for a free oil change. Their timing was perfect. So, Beth took the family van for an oil change. While she was there the service writer asked if she'd heard a rattle when going over bumps. She had. But, she delivered her standard get-out-of-a-sales-pitch line: "I need to talk to my husband about that." (Her other great line is "That's not in our budget." Stops sales people in their tracks every time!)

A few days later, she got a thank-you note from the garage. A few days after that, she got a reminder of the needed repair. Later, she got a coupon for 10 percent off the specified repair. Then, she found herself in the shop waiting room a day or two before her coupon expired.

"The mailings were so frequent they almost bordered on stalking," Beth said. "But we did need the repair. And we were taking the family on a long road trip. So, the timing of their coupon was perfect."

I realize auto repair is not restyling. But the same marketing concept works whether you sell oil changes or spoilers. The goal is it to keep in constant contact with customers. Keep in touch with them regularly and you'll be amazed at how often your timing will be *perfect*.

KNOW CUSTOMERS OR NO CUSTOMERS

A good direct mail campaign all starts with a good database. I suggest you make a *wish list* of your customer's favorite accessories. When you first meet with a new customer, find out what he or she aspires to. What are their hot buttons? Make notes. Put it in your database and send them reminders about that trailer hitch, bed liner or set of hot new rims they want someday.

You'll notice the deal closer for Beth was the discount. It's probably the same for your customers, too. A 10 to 20 percent discount is a lot less to pay to bring back an old customer than you'd pay in advertising dollars to get a new one. And in today's economy, a coupon can help put a purchase within your customer's reach. Especially if they have been holding on to their economic stimulus check waiting for a great deal. (You might even hold an Economic Stimulus Sale!)

I suggest you make discounts specific. Avoid offering a blanket 15 percent off your purchase. Focus on lines with something like 10 percent off spoilers and 15 percent off truck caps and lids, or 20 percent off any Brand A hitch or Brand B tonneau. That focuses your customer on a particular product category or brand. A good way to do this is with a simple full-color postcard mailing. It's inexpensive and has great impact.

When used too often, discounting can erode your profitability without creating customer loyalty. But used selectively, it can be a good tool to build relationships. Once your customers experience your great service, they'll remain loyal, with or without a coupon.

CREATING NEW CUSTOMERS FROM OLD ONES

Direct mail to your existing customers can also be a great way to bring in new customers. The idea is simple. Guys and gals who are into their car or truck tend to hang out with other guys and gals that are into their car or truck.

Mailing current customers a *Tell-A-Friend* promotion can be a great win-win-win proposition. A good example is, "Give This Postcard To A Friend. You'll both get \$25 off your next purchase of \$200 or more." When the new customer brings in the postcard, your current customer's name will be on it. Mail that customer a \$25 off \$200 thank-you coupon. And don't think because they referred one person they won't refer another. In my experience, people who refer one person tend to refer more.

All the discounts used in this article are only suggestions. You may find larger or smaller discounts more successful depending on your region. Test different offers until you find the one that works best for you. The best offer brings in an optimal number of customers without costing you too much profit.

TRY IT, YOU'LL LIKE IT

Direct mail requires a good database. Most point-of-sale software today has a built in database function. That makes it easier to maintain and manage your customer database. If you don't use POS software or yours is outdated, look online. Many have a free 30 or 60-day trial period to let you test out their software.

In the end, the only way you'll know how well direct mail can work for you is to try it. Start small. Test different designs and discounts. And be patient. It may take a few mailings before you see results. But with a little persistence you'll find that, one day, your timing will be *perfect*.

By: Phil Sasso,
Restyling Magazine

Restyling