

BCTA *BULLETIN* NEWSLETTER ADVERTISING OPPORTUNITY



The Bulletin
Volume 5, Issue 6
February 11, 2010

NOTICES
Shippers looking for the lowest rates may also be short-changing road safety. Read all about it, [right here](#).

Headline News
Proposed Changes to ICBC Fleet Plans
On January 28, 2010, the Insurance Corporation of BC (ICBC) applied to its regulatory agency, the BC Utilities Commission (BCUC), for permission to make three changes to its fleet plan that would increase the accuracy of premium assessments for motor carriers, in keeping with BCTA advocacy for fairer coverage based on risk and opportunities for discounts or surcharges based on a fleet's claims history.

ISRC Appoints Executive Director
The Trucking Safety Council of BC (TSCBC) is very pleased to announce that Rob Weston has been appointed as full-time Executive Director.

100 Olympic Motor Coach Drivers Needed!
If you have or know commercial bus drivers who are available for work during the 2010 Winter Games, the Miles Employment Group is looking for 100 drivers (Class 1 and 2 with air brake and passenger endorsements, as required, and at least 18-months' experience) for established routes to Games destinations in Vancouver and Whistler, from now until March 31, 2010.

CRA Schedules FREE HST Business Sessions throughout BC
The Canada Revenue Agency (CRA) is hosting FREE, general information sessions for businesses in Northern BC, the North Coast, the Cariboo, the Okanagan and the Lower Mainland about the harmonized sales tax (HST).

Industry News
CTA Asks for EnviroTruck Incentives in 2010 Federal Budget
The Canadian Trucking Alliance (CTA) has urged the federal government to incorporate policies in its budget for 2010 to assist carriers in becoming early adopters of the latest green truck technologies, in keeping with CTA's enviroTruck initiative.

CTA Partners with Government to Advance Research on Renewable Diesel
The Canadian Trucking Alliance (CTA) has partnered with the Government of Canada and several transportation and energy organizations, including the Canadian Petroleum Products Institute (CPPI), to advance research on the storage and use of heating and transportation fuel.

Events & Programs
ACI Manifest EDI Webinar
February 19 OR March 18, 2010
HST Workshop for Administrative Staff
February 24, 2010
Hotel Grand Pacific, Victoria
Upcoming Training Courses:
TDS Training for Drivers
February 13, 2010
2010 Annual General Meeting and Management Conference
June 11 - 13, 2010
Fairmont Empress Resort, Victoria

BCTA Marketplace
2010 CVSA Out-of-Service (OOS) Criteria Handbook
The 2010 OOS Criteria will be effective throughout North America beginning on **April 1, 2010**. This 2 x 5" edition is illustrated, spiral-bound, field-ready and very durable. Member price for the handbook is \$50. To obtain your copy, please complete this [form](#) by **March 5, 2010** and fax it to the BCTA office at 604-888-2941.
For information on BCTA products call **Susan Van Esgom**, Accounting Coordinator, at 604-888-5319, ext. 212, or visit the [BCTA Marketplace](#).

BC Trucking Association
100-20111 93A Avenue
Langley, BC V1M 4A9
T: 604-888-5319 toll free 1-800-565-2282
F: 604-888-2941
bcta@bctrucking.com
www.bctrucking.com
www.getyouareontheroad.com

The BC Trucking Association has a weekly *Bulletin* newsletter that is distributed to the BCTA membership. BCTA Members are welcome to place advertisements within this newsletter. The *Bulletin* contains industry policy and regulatory news and information, as well as information on BCTA events, courses, seminars and member benefit programs. This newsletter is distributed directly to approximately 1,200 contacts within over 600 trucking and bus companies and more than 300 supplier companies.

The *Bulletin* newsletter is distributed each Thursday in HTML format. Up to three advertisements will appear in each newsletter. Current advertisement sizes are noted below. Advertisements must be in JPG format and each advertisement must be under 200 KB. Please submit formatted ads by noon on the Monday prior to the distribution date via email to bcta@bctrucking.com. The ad can be linked to your website upon request.

Please note: Members may book up to four consecutive advertisements at one time up to two months in advance of the first scheduled ad. Please see the form for the advertising confirmation and cancellation policies.

www.bctrucking.com

| RATE CARD | | | |
|--|-----------------------------------|--|-----------------------------------|
| AD SPACE 1—COLOR | | AD SPACE 2—COLOR | |
| 1 WEEK \$125.00 | 4 WEEKS \$100.00 (per week) | 1 WEEK \$125.00 | 4 WEEKS \$100.00 (per week) |
| All rates quoted are per week. Dimensions : 180 x 180 pixels Layout: Vertical | | All rates quoted are per week. Dimensions: 180 x 180 Pixels Layout: Vertical | |
| AD SPACE 3—COLOR | | | |
| 1 WEEK \$150.00 | | 4 WEEKS \$125.00 (per week) | |
| All rates quoted are per week. Dimensions: 530 x 100 Pixels Layout: Horizontal | | | |

For more information, please contact Sharon Hansen at the BC Trucking Association at 604-888-5319 or 1-800-565-2282, by fax 604-888-2941, or by e-mail to bcta@bctrucking.com.

BCTA reserves the right to refuse advertisements that it deems offensive or inappropriate. BCTA reserves the right to change the format and pricing for Bulletin advertising as necessary. Confirmed advertisements will be invoiced at the rate applicable at the time of booking. In the case of format change, confirmed Bulletin advertisers will be contacted and will have the opportunity to continue or cancel the booking.

**BRITISH COLUMBIA TRUCKING ASSOCIATION**

100 - 20111 93A Avenue, Langley, BC V1M 4A9

Telephone: 604-888-5319, Fax: 604-888-2941

email: bcta@bctrucking.comwebsite: www.bctrucking.com

BCTA *Bulletin* Newsletter Advertising Form

| | | | |
|--|----------------------------------|--|--|
| Contact Name: | | Company Name: | |
| Address: | City: | Postal Code: | |
| Phone: | Fax: | Email: | |
| Number of Insertions: | | Link for advertisement: | |
| Preferred Insertion Date (s) | | | |
| 1. | | | |
| 2. | | | |
| 3. | | | |
| 4. | | | |
| Choose one only | | | |
| <input type="checkbox"/> Ad Space 1 | | <input type="checkbox"/> Ad Space 2 | |
| 1 WEEK \$125.00 4 WEEKS \$100.00 (per week) | | 1 WEEK \$125.00 4 WEEKS \$100.00 (per week) | |
| <input type="checkbox"/> Ad Space 3 | | | |
| 1 WEEK \$150.00 4 WEEKS \$125.00 (per week) | | | |
| <u>Plus 12% HST</u> | | | |
| Payment by: | <input type="checkbox"/> Invoice | <input type="checkbox"/> Attached | <input type="checkbox"/> Visa <input type="checkbox"/> Master Card |
| Card Number: | | Expiry Date: | |
| Card Holder: | | | |

FAX FORM TO: 604-888-2941

Confirmation Policy: BCTA will confirm receipt of your advertising placement via fax or email within one (1) week of receiving your completed Bulletin form.

Cancellation Policy: Cancellations will be accepted only if BCTA is advised of the need to cancel at least two (2) weeks in advance of the distribution date. After that time, 100% of the advertising placement fee will be payable.

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