

# Ramp Media Group introduces the biggest promotion in the trucking industry



## HEALTHY TRUCKING

In 1981, Ramp Media Group founded a brand-new industry when we originated *Over the Road* and *Pro Trucker*, the nation's first digest-size trucking recruitment magazines.

In 2007, Ramp has again taken the lead by introducing the Healthy Trucking Initiative, a nationwide program designed to help today's professional drivers get healthy and live longer lives. Ramp has partnered with some of the country's most reputable companies such as Novartis Pharmaceuticals Corporation, Petro, Pilot and PD-MD to spearhead the BIGGEST and MOST BENEFICIAL promotion in the trucking industry.



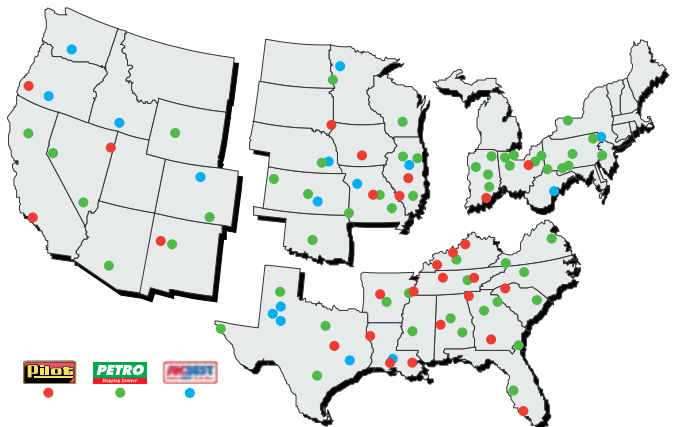
*Show that you are a company that cares about professional drivers and owner-operators!*

### Healthy Trucking BP Monitor Kiosks

Healthy Trucking Kiosks are "self service" blood pressure (BP) monitor stations, conveniently located in major truck stops nationwide. A Healthy Trucking BP Monitor Kiosk allows a truck driver to check his or her blood pressure on a regular basis, which has become very important to professional drivers and owner-operators due to the recent change in the requirements for maintaining a Commercial Driver's License (CDL). In cooperation with key corporate sponsor Novartis Pharmaceuticals Corporation, Ramp Publishing is installing a nationwide network of Healthy Trucking BP Monitor Kiosks.

### Exciting, New Advertising Opportunities

Companies wanting to reach professional truck drivers and owner-operators have learned that maximizing the exposure of their message in truck stops is paramount for effective market penetration. By exhibiting your message on Healthy Trucking BP Monitor Kiosks, your company gets the highest profile exposure in the nation's largest truck stops coast-to-coast as you become a part of the BIGGEST PROMOTION IN THE TRUCKING INDUSTRY.



*We've installed Healthy Trucking kiosks in the geographical regions travelled by your company. Ask your Ramp account manager for details!*

