



THINK INTEGRATED.

CASE STUDY

PENNSYLVANIA MOTOR TRUCK ASSOCIATION (PMTA) ACHIEVING BOTTOM LINE RESULTS

- CHALLENGE** | The Pennsylvania Motor Truck Association worked with a publisher in another state and was not happy with the ad revenue results or the missed deadlines for their magazine. They needed a publishing partner who could increase the ad revenue to help offset the cost to produce the magazine, as well as a partner who could stay on target with the production schedule.
- SOLUTION** | GraphTech started managing the publication of PMTA's monthly magazine and within a few issues, the ad revenue exceeded the production costs, adding additional revenue to the Association's bottom line. The print deadlines were met, which in turn, helped generate more ad revenue with the promise of knowing the publication dates would be achieved.
- RESULTS** | The partnership between GraphTech and PMTA has lasted close to four years and with every issue, PMTA receives a check back because the ad revenue continues to exceed the production costs every single month.

1310 Crooked Hill Rd, Suite 800
Harrisburg, PA 17110

p: 717.238.5751

f: 717.238.3081

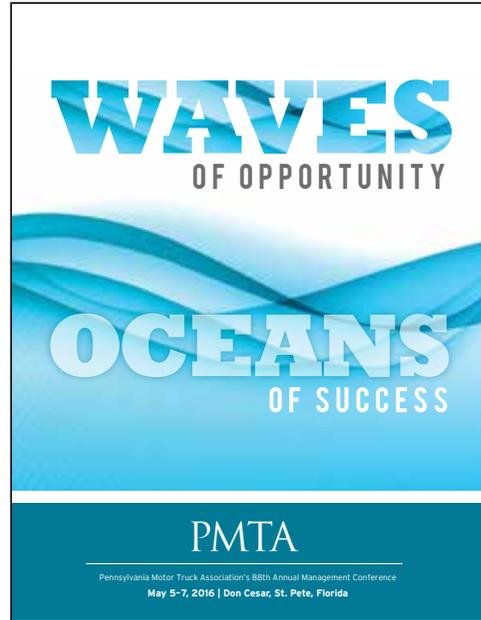
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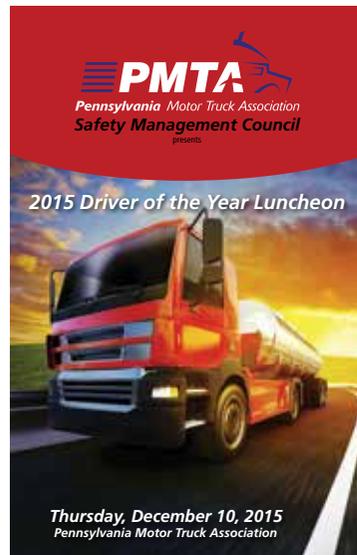
CASE STUDY : ACHIEVING BOTTOM LINE RESULTS
PENNSYLVANIA MOTOR TRUCK ASSOCIATION (PMTA)



2016 conference



magazine cover and interior spread (above)



driver of the year booklet