

TRASH Trucks ONLINE

2024 MEDIA KIT

Haulers • Dealers • Suppliers
The Place to Buy and Sell!



Our Loyal Advertisers Have Made Us the Industry's Leading Online Marketplace...

OVER 400 YEARS COMBINED SALES TRACK RECORD ON TRASHSTRUCKSONLINE!



Since 2006 – 18 Years



Since 2010 – 14 Years



Since 2007 – 17 Years



NEW WAY
Since 2008 – 16 Years



Since 2009 – 15 Years



Since 2012 – 12 Years



Since 2009 – 15 Years



Online Government Surplus Auctions
Since 2009 – 15 Years



Since 2009 – 15 Years



J&R EQUIPMENT LLC
Since 2008 – 16 Years



Since 2010 – 14 Years



Since 2010 – 14 Years



Since 2012 – 12 Years



Since 2009 – 15 Years



Since 2009 – 15 Years



Since 2006 – 18 Years



Since 2011 – 13 Years



Since 2012 – 12 Years



Since 2010 – 14 Years



Since 2013 – 11 Years



Since 2012 – 12 Years



Since 2013 – 11 Years



Since 2016 – 8 Years



Since 2013 – 11 Years



TRUCK & EQUIPMENT
Since 2015 – 9 Years



Since 2018 – 6 Years



Since 2019 – 5 Years



Since 2013 – 11 Years



Since 2016 – 8 Years



Since 2017 – 7 Years



Since 2021 – 3 Years



Since 2019 – 5 Years



Since 2021 – 3 Years



Since 2023 – 1 Year



Since 2021 – 3 Years



Since 2020 – 3 Years



Since 2024



Since 2021 – 3 Years



Since 2023 – 1 Year



Since 2024

OVER
1,000
LISTINGS EVERY DAY!

Definitely
The Place to Sell
Garbage Trucks!

...Mike K.
Frisco, Texas

Whether Buying or Selling, More Haulers and Dealers Look to TrashTrucksOnline as THE Online Marketplace

- **Top Search Engine Rankings**
For the keywords that matter most.
- **Over 1,000 Current Listings – New Ads Placed Daily**
More active trash truck listings than anywhere on the web...plus Parts, Sweepers, Financing, More!
- **3,000+ Unique Visitors & 23,000 Page Views Weekly**
More active buyers looking for what dealers and trash haulers have to sell!
- **Users Can Contact Sellers Directly – No Need to Register First**
We make it easy for buyers and sellers alike to communicate with each other.
- **Powerful, Easy-to-Use Search Functions**
Advanced search and powerful sorting options make it easy to find the right truck.
- **Buyers Can Set Up Automatic Notifications**
Can't find it? Buyers can set up personal notifications, and we'll tell them when the perfect truck arrives!
- **Sellers Can Pause Ads and Start Again When Ready**
If users are selling equipment, they can dictate when their ad appears by using our unique "Publish" and "Unpublish" feature. On vacation? Pending sale on a truck? Whatever the reason, users can "unpublish" their ad and start again when the time is right, with the same number of days remaining in their schedule.
- **In our 19th Year Online**
A seasoned, trusted website serving the waste industry since 2006.
- **Personal Service and Assistance**
We're as close as a phone call away, if you need help placing an ad, setting up a multiple ad plan, or (if you're a buyer) if you need help finding the right truck.

Gary Gengozian, Founder and President • gary@trashtrucksonline.com • 423-580-5736

Abby Gengozian, Vice President and Webmaster • abby@trashtrucksonline.com • 423-488-7338

How it Works

Listing your items on TrashTrucksOnline is easy! But we encourage you to call us if you have questions – particularly if you are interested in a Multiple Ad Listing Plan. We'll be glad to help you get that started, and will even do the initial set-up. We offer our customers two great pricing plans:

Single Ad Listing Plan - Allows you to pay for a listing each time you place one on our site. If you have one or two items to sell, this is the best option. You can also PAUSE any listing and resume publication without penalty or loss of days in the schedule.

Multiple Ad Listing Plan - Allows you to select the ad level that best meets your needs. If you have 3 or more items to sell, this is your best bet.

All Multiple Ad Listing Plans include 20 photos and a video link with each listing, virtually unlimited copy, and all the changes you want to make. If you sell a truck, you can cancel that listing and put another in its place. As long as the number of active listings stays within the plan's maximum allowed, you can make all the changes, deletions and additions you want. You can also PAUSE any listing and resume publication without penalty.

Billing for the Multiple Ad Listing Plans occurs the first of each month. Additional payment options, payment plans, and discounts are available!

There are no contracts, no commissions, and no long term obligations. Cancel anytime. For more information, or for help starting your Multiple Ad Listing Plan, don't hesitate to contact us. And ask us about our INTRODUCTORY SPECIAL for first-time advertisers!

Single Ad Listings

One Month	\$40.00
2 Months.....	\$60.00
3 Months	\$75.00
6 Months.....	\$125.00
One Year	\$200.00

Single Ad Renewal Cost

One Month	\$30.00
2 Months.....	\$40.00
3 Months.....	\$50.00
6 Months.....	\$100.00
One Year	\$175.00

Plan Add-Ons

Featured Listings	\$3.00
Bold Listings	\$3.00
Video (YouTube Link)	\$5.00
Photos - Up to 12.....	FREE
Descriptive Copy.....	UNLIMITED
Changes	UNLIMITED

Multiple Ad Listing Plans

3 Ads Per Month	\$60.00
5 Ads Per Month	\$75.00
10 Ads Per Month	\$110.00
15 Ads Per Month	\$135.00
25 Ads Per Month	\$200.00
40 Ads Per Month	\$280.00
60 Ads Per Month	\$402.00
100 Ads Per Month	\$660.00

Plan Add-Ons

Storefront	\$30.00 Per Month
Featured Listings	\$2.00 Each Per Month
Bold Listings	\$2.00 Each Per Month
Photos - Up to 20	FREE
Video (1)	FREE
Changes	UNLIMITED

*Full-Service Account Management
is available for a minimal fee.*

Additional Advertising Opportunities

- Showcase Listings \$150.00 Per Month
- Showcase ads display in center of home page. Includes one free classified ad.
- Banner Ad (Pkg)..... \$250.00 Per Month
- Banner ads display left side of home page and right side of all listing pages
- Premium Banner (Pkg) \$500.00 Per Month
- Premium Banner ads display top right corner of home page
- Skyscraper Ads\$150 - \$400 Per Month
- Category Specific, Skyscrapers appear beneath the category menu, left side of browsing pages. Pricing depends on category.

NOTE: Please contact us for any of these additional advertising options, as they require custom design and programming (no charge for this service).
Email: gary@trashtrucksonline.com
or Phone 423-580-5736.

The Rest of Our Story

In the Beginning... TrashTrucksOnline was launched in 2006 by Gary Gengozian, a lifelong marketing professional with a background in newspapers, classified advertising, marketing communications, and creative concepts and design. He also spent eight years as the marketing and advertising manager for Heil Environmental, one of the premier manufacturers of garbage trucks. That experience instilled a deep appreciation and respect for those who earn their living on the streets of America, removing our trash and protecting our environment.

Our Mission... Combining our marketing expertise with a hands-on knowledge of refuse equipment, we recognized the need for a web site that could bring together buyers and sellers of refuse equipment in a well organized and easy-to-use classified marketplace. TrashTrucksOnline was born as a modest effort, with a simple and clear objective – to be the internet’s classified advertising section for garbage trucks.

As print media has continued to decline with the dominance of the internet, TrashTrucksOnline has grown steadily over 18 years to become the leading internet marketplace for refuse truck sales, including garbage trucks, roll offs, and other waste handling equipment.

Our goal remains the same as it was when this website went online – *to provide a marketplace where buyers can easily find what they’re looking for; and where sellers can communicate directly with prospective buyers in a do-it-yourself platform, at a reasonable cost.*

Why We’re Different... A niche product in a niche industry, we understand the challenges facing trash haulers as well as sellers of refuse equipment. We also understand the unique characteristics and demands placed on the typical garbage truck, and use this knowledge to present a comprehensive picture of equipment for sale, as well as simplify the search process for those in the market to buy.

A Marketplace for Everybody... Today, TrashTrucksOnline is a key marketing strategy for the industry’s most respected equipment dealers. But it doesn’t stop there. Private sellers and trash haulers are welcomed and encouraged to join the marketplace, whether they have one truck to sell or an entire fleet. You don’t have to be a dealer with a hundred trucks to take advantage of our audience, and all trucks are advertised on the same level playing field.

Personal Assistance, too... We’re also a little different when it comes to web site advertising. While you can easily do-it-yourself when listing a truck on TrashTrucksOnline, we gladly provide one-on-one personal assistance if you need it. We’re always just a phone call away, and can help with any aspect of setting up an effective listing for your equipment. Can you say that about Ebay, or any other internet marketplace?

Keeping Up With the Times, And Your Needs... As the internet has changed buying and selling for millions of products, we also recognize that technology itself is constantly evolving. To that end, TrashTrucksOnline was the first to establish a smartphone app to make interaction easier for mobile users. We were among the first to introduce a responsive web design that adapts itself to whatever device you’re using – desktop, laptop, tablet or phone. Our 2024 redesign incorporates the newest internet trends and techniques again, elevating the user experience as never before. Making it easier to search, find, buy or sell is the key to our continued growth and longterm customer satisfaction.

We want to be your garbage truck marketplace, plain and simple. Your feedback and comments are always welcome.

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