



## There's a better way to prepare for 2010

Growth will be slow, turbulent and uneven in 2010. Whether you are a provider of transportation services or a buyer of transportation services, this is a critical time to ensure you are running your business effectively enough to weather the turbulence while being prepared for the opportunities. You've survived the worst recession of the post war era and now it's time to start reaping the benefits of the upturn, a tricky business though that may be.

You can give yourself the best advantage by having the most up-to-date numbers and expert analysis of pricing trends and emerging opportunities at your fingertips. Yet in the Canadian market timely and accurate information on important metrics such as shipment volumes, rates, surcharges and available capacity can prove elusive to find.

That is why *Transportation Media Research* (the research arm of the Transportation Media group of publications) has once again published this comprehensive guide. For years now we have been polling both buyers and providers of transportation services to get to the bottom of important questions such as the direction of rates, future projections on capacity, and what drives modal shifts.

Our data includes the input of thousands of shippers and carriers over the past six years. All the data shown in this report, unless otherwise stated, has been gathered from our annual Transportation Buying Trends Research of Canadian shippers and carriers.

We have also added a great deal of information from the experts who contribute to our publications to provide you with more insights on the data presented.

We hope our report will provide you with the wealth of knowledge you will need to thrive in 2010 and beyond.

**Lou Smyrlis,**  
**Editorial Director**