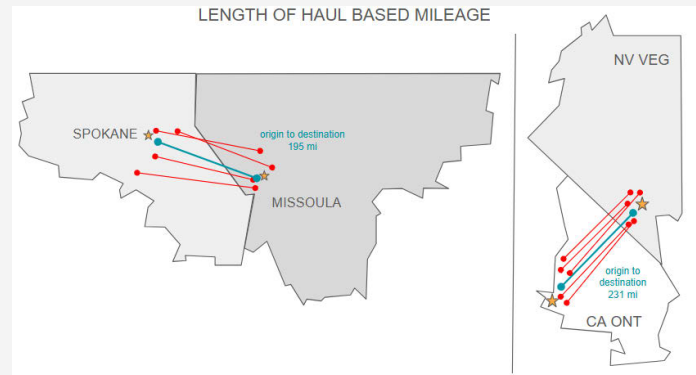


Key Market Area Rates in SONAR

More Accurate Lane Pricing Powered by Real Freight Movements



When it comes to moving freight from Point A to Point B, rates can vary based on capacity conditions, equipment type, lane distance, and the methodology used to calculate them. SONAR's **TRAC Spot** and **Contract Rates** are designed to provide accurate, stable, and realistic freight pricing by combining real lane observations, Key Market Area intelligence, and mileage-adjusted rate methodology.

Key Market Areas, or KMAs, are collections of 3-digit ZIP codes influenced by population density, shipping patterns, and freight market behavior. Because freight markets do not always follow state lines, KMAs provide a more standardized and practical way to analyze lane-level pricing across the U.S.

SONAR uses KMA-based market intelligence to support **TRAC Spot** and **Contract Rate** calculations, helping users evaluate pricing with greater confidence across truckload markets.

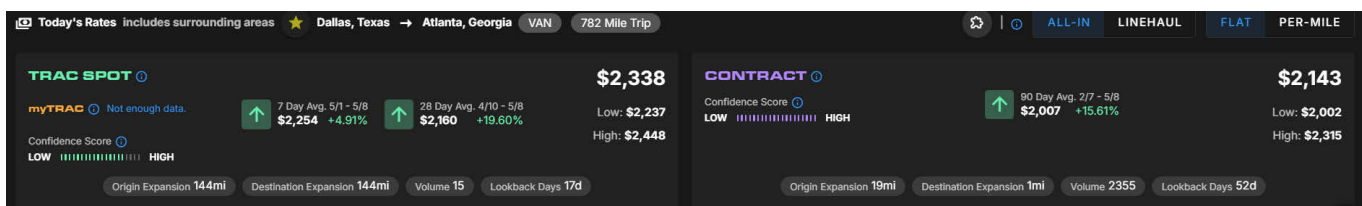
How SONAR KMA Rates Support Pricing

TRAC Spot Rates

- ❖ Reflect current market pricing conditions across truckload lanes
- ❖ Use real lane observations and KMA market intelligence to support rate calculations
- ❖ Apply mileage adjustment to account for the true length of haul when miles are provided
- ❖ Help users evaluate market movement, volatility, and lane-level pricing trends

Contract Rates

- ❖ Provide contract rate benchmarks for lane-level planning and analysis
- ❖ Incorporate broad contract rate data to improve pricing confidence
- ❖ Use the mileage-adjustment to support more realistic short and medium haul pricing
- ❖ Help users benchmark pricing, support RFP decisions, and evaluate contract alignment



KMA-based rate methodology gives users a more consistent and reliable foundation for freight pricing analysis. By combining real lane observations, long-term mileage intelligence, and equipment-specific mileage adjustment, SONAR delivers lane-level rates that **better reflect real-world market behavior**.

This gives transportation teams greater confidence when benchmarking rates, evaluating pricing opportunities, supporting RFP decisions, and understanding how market conditions are impacting specific lanes.