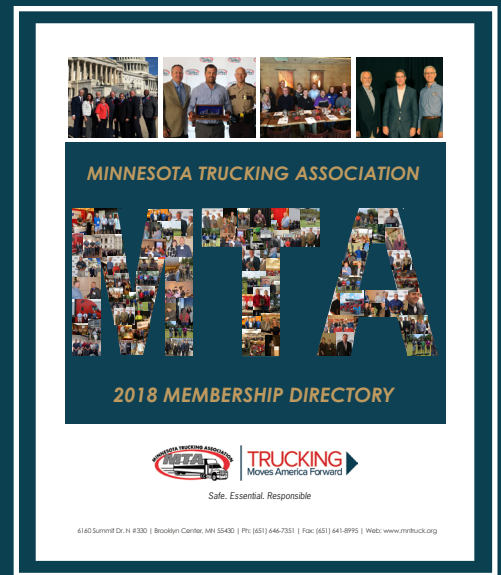


# ANNUAL DIRECTORY

Minnesota Trucking Association

## 2020 Advertising Rates



## CIRCULATION

The directory is sent to key decision makers including trucking company owners, operations executives, safety and maintenance professionals, and affiliated businesses throughout Minnesota. The digital version of the directory will be sent to over 2,500 MTA members in 2020!

## CONTENT

More than just member contact information, the Annual Directory includes information on:

- Allied members and the supplies and services they provide
- Regulatory contacts
- Elected officials' contact information
- MTA Board of Directors, Councils and staff

## WE'VE GONE DIGITAL!

We've gone digital! Printed copies will still be distributed to those who request them, but our reach will expand to more employees in each company with our new digital version. This version will also allow you to include click-throughs to e-mail or website to a regular ad, create a video ad, or create an ad that will pop up in between pages.



**TRUCKING**  
Moves America Forward

Contact Lori Coutts Fraase to reserve your spot!  
(651) 646-7351 • [lori@mntruck.org](mailto:lori@mntruck.org)

# AD REQUIREMENTS & RATES

## FULL PAGE

**Full page ad with a bleed:** please include a 1/8 inch bleed area outside of the 8.5 x 11 inch live area.

**Full page ad without a bleed:** the size of the live area ad will be 7.25 x 10 inches.

**Format:** the advertisement can be in PDF, Photoshop, .PNG or .TIFF

**Resolution:** the file should be output in high resolution from a file that is 300 dpi at actual size

**Color:** the color format should be by CMYK

## HALF PAGE

**Half page ad:** the size of the live area ad will be 7.25 x 5 inches.

**Format:** the ad should be in PDF, Photoshop, .PNG or .TIFF

**Resolution:** the file should be output in high resolution from a file that is 300 dpi at actual size

**Color:** the color format should be by CMYK

## BANNER & POP UP (DIGITAL VERSION)

Please inquire if you would like to see examples and discuss sizing options for these ads.

## PRICE & LOCATION

ANNUAL DIRECTORY	MEMBER PRICE	LINK TO EMAIL	WEBSITE CLICK THROUGH	BOTH	VIDEO AD (UP TO 1 MIN.)
FULL PAGE	\$725	\$750	\$775	\$800	\$800
HALF PAGE	\$375	\$400	\$425	\$450	n/a
BANNER AD AT TOP OF CONTENT (2 AVAILABLE)	\$2,500				
POP UP AD	\$1,000				

**RESERVE YOUR AD IN THE MTA ANNUAL DIRECTORY TODAY!**

CONTACT LORI AT [LORI@MNTRUCK.ORG](mailto:LORI@MNTRUCK.ORG) OR **651-646-7351** FOR QUESTIONS OR TO RESERVE YOUR AD SPACE.