

ANNUAL DIRECTORY

Minnesota Trucking Association

2024 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 2,000 MTA members in 2024!

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.

Contact Lori Coutts Fraase to reserve your spot!

(651) 646-7351 • 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 2024 DIRECTORY AD TODAY!

I would like a: _____ Full Page Ad _____ Half Page Ad *(These ads will appear in the digital version and any print copies ordered by members)*

_____ Banner Ad _____ Pop Up Ad _____ Video Ad *(These ads will appear in digital version only)*

With a: _____ Link to website _____ Link to email _____ Link to both _____ None

Company Name: _____ Contact Email: _____

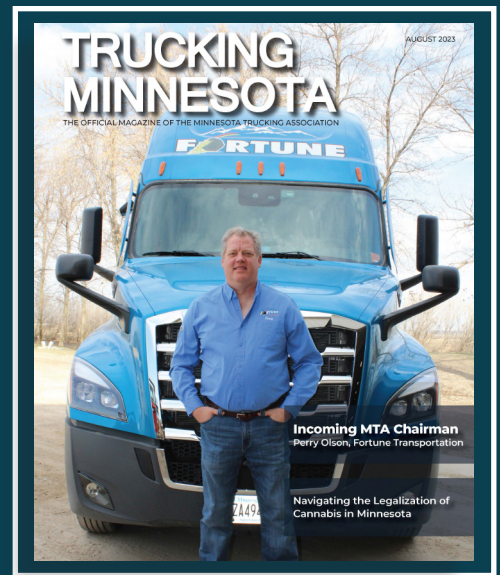
MTA WILL CONTACT YOU TO CONFIRM YOUR RESERVATION & COMPLETE PAYMENT

CONTACT LORI AT LORI@MNTRUCK.ORG OR 651-646-7351 FOR ANY ADDITIONAL QUESTIONS

TRUCKING MINNESOTA

Minnesota Trucking Association

2024 Advertising Rates



CIRCULATION

More than 1,200 key decision-makers receive the printed copy of Trucking Minnesota each month, including trucking company owners, operations executives, safety and maintenance professionals and affiliated businesses throughout Minnesota in 2022, we will continue to offer a digital version to ALL employees of a member company, greatly expanding our readership to over 2,000 readers each month.

CONTENT

Each 32-40-page issue of Trucking Minnesota contains:

- State and national trucking industry news
- Legislative updates
- Updates on technology trends
- Highlights of important industry events
- Feature articles on hot topics
- Regulatory updates
- Member news

WE'VE GONE DIGITAL!

We've gone digital! In addition to the monthly print copy, a digital version will also be available to ALL employees of an MTA member company! 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.



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BANNER & POP UP (DIGITAL FORMAT ONLY)

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PRICE & LOCATION

TRUCKING MINNESOTA	MEMBER	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)	\$1,000				
POP UP AD	\$750				

RESERVE YOUR AD IN TRUCKING MINNESOTA TODAY!

CONTACT LORI AT LORI@MNTRUCK.ORG OR 651-646-7351 FOR QUESTIONS OR TO RESERVE YOUR AD SPACE.