

# TRUCKING MINNESOTA

Safe. Essential. Responsible.

## 2020 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 2020, 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 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.



**TRUCKING**   
Moves America Forward

Contact Lori Cou tts 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 FORMAT ONLY)

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

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