

# ADVERTISING OPPORTUNITIES

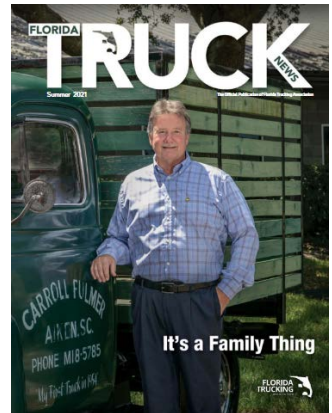
We offer many ways for you to promote your products and services throughout the year to our diverse membership and the Florida trucking industry at large.

## DIGITAL NEWSLETTER

**TRUCKING DISPATCH** – A weekly digest of the week's most newsworthy industry headlines.

➤ Delivered to more than 1,000 inboxes on Friday of each week, 48 times per year

Pricing, sizing, availability subject to change	Size	Unit	Cost
<b>DEADLINES:</b> Runs begin 1st day of each month; Ads due 15th of month prior to run start			
Dispatch banner ad	500 X 90 px	4-week run	\$299
		4-week run	\$749
Dispatch sponsored article (150 words max with graphic)		Per placement	\$199



## FLORIDA TRUCK NEWS MAGAZINE

Inside front or back cover (bleeds)	3 issue (12 mos)*	\$1695
Outside back cover (bleeds)	3 issue (12 mos)*	\$1795
Double truck (bleeds)	1 issue (4 mos)	\$2250
Full page (bleeds)	1 issue (4 mos)	\$1475
Half horizontal (no bleeds)	1 issue (4 mos)	\$1200
Third vertical or horizontal (no bleeds)	1 issue (4 mos)	\$775
Sponsored article (700-1500 words with image)	1 issue (4 mos)	\$2000

\* Cover positions must be booked on a three-issue agreement. Cost is per issue.

- Direct-mailed to more than 3,000 industry leaders in Florida, including regulatory and elected officials
- 3x pass-on rate = more than 10,000 impressions in print alone per issue
- Digital copy uploaded to ISSUU
- Filled with custom content and updates on FTA members, regulatory issues and timely trucking topics
- Published 3x/year
- Pricing is per issue

### FILES ACCEPTED:

- Press-ready PDF (full page w/ crop & bleeds)
- TIFF @ 100%, 300 dpi
- JPG @ 100%, 300 dpi

### DEADLINES:

- Q1: Feb. 1, 2022
- Q2: June 15, 2022
- Q3: Oct. 1, 2022

Full 8.625 x 11.125"	Half Horiz 7 x 4.583"	Third Horiz 7 x 3"	Third Vert 2.166 x 9.5"
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### DISCOUNTS

FTA Member discount	15%
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**Ready to talk?**  
Call us at (501) 690-9393  
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