

ALABAMA TRUCKER

The Official Publication of The Alabama Trucking Association

2012 ADVERTISING RATES

Contact Ford Boswell for Advertising Details
(334) 834-3983 • www.alabamatrucking.org

BE SURE TO
CHECK OUT OUR
PUBLICATION ONLINE AT
www.alabamatrucking.org

BE SURE TO RESERVE YOUR SPOT IN THE 2012 MEMBERSHIP DIRECTORY!

Don't miss your opportunity to advertise in a special publication dedicated entirely to the Alabama Trucking Association's Membership Directory & Shipper's Guide. Deadline is December 3, 2011. Look for more details inside.



ALABAMA TRUCKER

NUMBER OF ISSUES: Published quarterly. Four issues per year, plus special membership directory publication and convention program and guide.

BILLING DATES: On publication date

CONTENT: Each issue of Alabama Trucker contains news, legislation, regulatory issues, features, trucking statistics, and other information that affects the trucking industry in the state and nation. Our profile stories feature prominent members of the Alabama Trucking Association and our features investigate trends and hot topics in the industry. Alabama Trucker will also publish a complete membership guide of the Alabama Trucking Association, as well as directories to state and federal regulatory agencies and state leaders and lawmakers. This year, we will also publish a special publication dedicated entirely to the Alabama Trucking Association's Annual Convention and it will serve as its official program and guide.

ART DEADLINE: A complete schedule is included.

AD REQUIREMENTS: (Trim size-8.5"w X 11"d)

Full Page: 7.625"w X 10"d, bleed size-8.75"w X 11.25"d

Half Page: 7.625"w X 4.875"d

Quarter Page: 3.875"w X 4.875"d

Other Items: Offset printed; 300 dpi - 150 line screen;
film/negatives - right read, emulsion side down.

PRODUCTION DETAILS: 80# white enamel-coated paper; four color process; saddle stitched, 48 - 64 pages.

MECHANICAL SPECS: We prefer ad material with a minimum resolution of 300 dpi and saved as a hi-res pdf, tiff, eps or jpeg. Please embed all fonts and artwork. A color proof of your ad should also be included for color verification during printing. We can, however, support a variety of formats and will work with the advertiser to ensure proper placement and reproduction of your supplied advertisement.

Alabama Trucker can also prepare professional-quality advertisements in house for a nominal fee.

PRICING: A complete rate card is included.

MULTIPLE ISSUE DISCOUNT: As a contract advertiser, the per-issue insertion rated decreases depending on the number of issues per year in which you reserve space as indicated by the rate card.

DISTRIBUTION BREAKDOWN

Alabama Trucker is mailed directly to the following targeted group of key decision-makers in the trucking industry:

**MORE THAN 2,500
BUSINESS EXECUTIVES
RECEIVE ALABAMA TRUCKER
EACH QUARTER**

1,641—Alabama Motor Carrier
Executives

442—Industry Suppliers

140—State Legislators

122—Alabama Newspapers

50—State Trucking Association
Executives

45—Alabama Congressional Delegation
members and key staffers

40—Key Regulators
(FMCSA, Dept of Public Safety,
PSC, etc.)

25—Executive Staff Members of
American Trucking Associations

Circulation: 2,505

Readership: 5,010

(Research indicates there are at least two readers
per issue of Alabama Trucker)

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RUN OF PUBLICATION ADS

Size (Image)	1X (insertion) B&W/Color	2X B&W/Color	3X B&W/Color	4X B&W/Color
Full Page - 7.625" x 10"	\$800 / \$1,000	\$750 / \$950	\$725 / \$925	\$700 / \$900
Half Page - 7.625" x 4.875"	\$525 / \$625	\$475 / \$575	\$450 / \$550	\$400 / \$500
Quarter Page - 3.875" x 4.875"	\$375 / \$425	\$325 / \$375	\$300 / \$350	\$225 / \$275

PREMIUM PLACEMENT ADS (FULL PAGE - FULL COLOR ONLY)

Back Cover.....	\$1,240	\$1,210	\$1,180	\$1,150
Inside Front/Back Cover	\$1,190	\$1,160	\$1,130	\$1,100
Center Spread.....	\$1,525	\$1,475	\$1,425	\$1,375

Premium ad placement available on first come first serve basis.

DEADLINES

Issue	Placement Date	Ad Materials	Publication Date
1st Quarter	January 13	January 27	February 2012
2nd Quarter.....	May 11	May 25	June 2012
3rd Quarter	August 3	August 17	September 2012
4th Quarter.....	October 19	November 2	November 2012

MEMBERSHIP DIRECTORY

Full Page (7.625" x 10")	\$1,250
Half Page (7.625" x 4.875")	\$650
Premium Cover Positions (subject to availability)	\$1,500

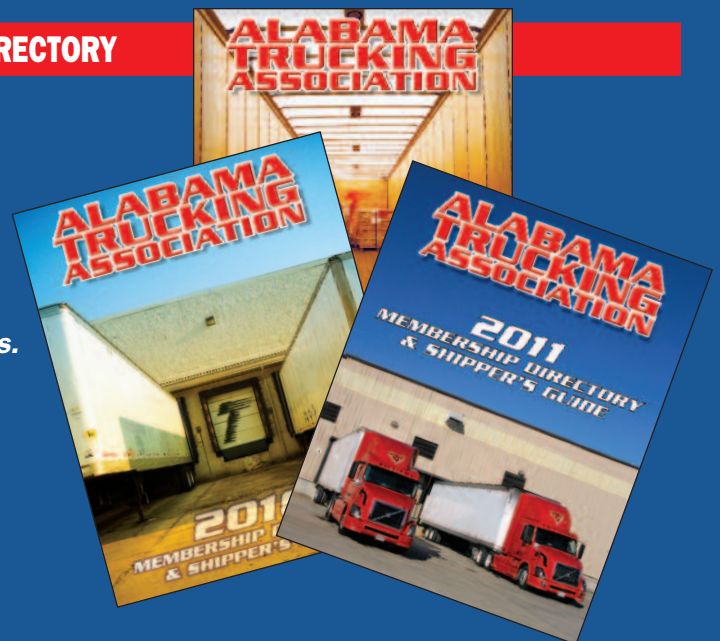
Full Page and Half Page sizes only.

Premium ad placement available on first come first serve basis.

Ad placement deadline is December 2, 2011.

Ad material deadline is December 16, 2011.

Membership directory will be published January 2012.



All advertisements are billed on the publication date and invoiced with appropriate tear sheets enclosed.

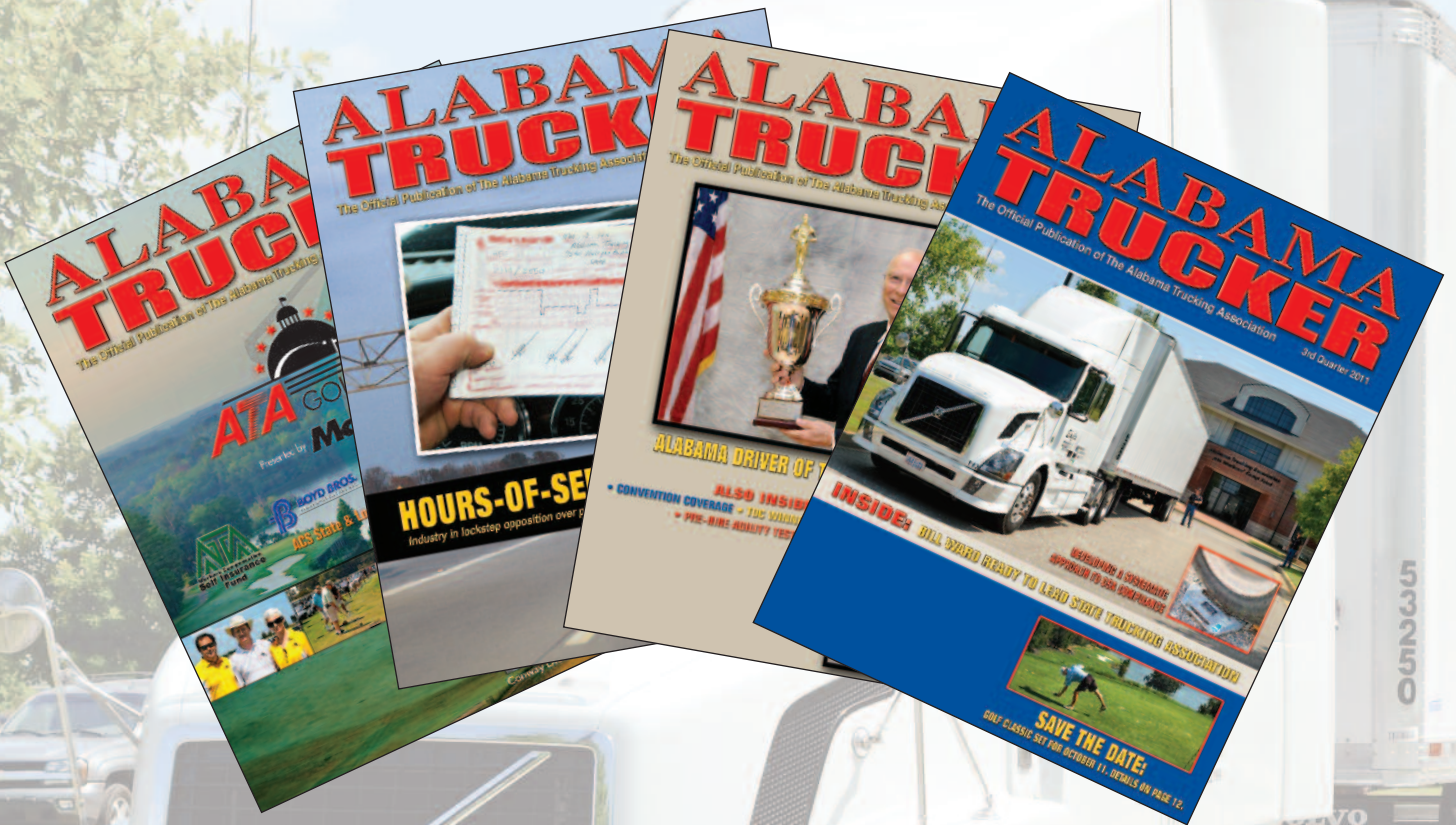
Full copies can be sent to non-member advertisers upon request.

For additional information, please contact: Ford Boswell at (334) 834-3983 or fboswell@alabamatrucking.org

Post Office Box 242337 • Montgomery, Alabama 36124

7550 Halcyon Pointe Drive • Montgomery, Alabama 36117

ADVERTISE WITH US!



Want to reach decision makers at more than 1,000 Alabama-based trucking firms?

Consider this: Advertising in Alabama Trucker reaches the most concentrated readership of trucking professionals in the state. Our rates are affordable, but on top of that, you're helping ATA send positive messages about one of the state's largest employers.

Placing an order is easy. Contact Ford Boswell at fboswell@alabamatrucking.org or 877-277-TRUK (8785) for more information.