

ALABAMA TRUCKER

2023 ADVERTISING RATES

www.alabamatrucking.org



**BE SURE TO RESERVE YOUR SPOT
IN THE 2023 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 1, 2022. Look for more details inside.

ADVERTISE WITH US!

**Want to reach decision makers at more than 700
Alabama-based trucking businesses?**

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

DISTRIBUTION BREAKDOWN

Alabama Trucker is mailed directly to the following targeted groups of key decision-makers.

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

- ✓ Alabama Motor Carrier Executives
- ✓ State Legislators
- ✓ State Trucking Association Executives
- ✓ Key Regulators (FMCSA, Alabama Law Enforcement Agency, PSC, etc.)
- ✓ Industry Suppliers
- ✓ Alabama Newspapers
- ✓ Alabama Congressional Delegation members and key staffers
- ✓ Executive Staff Members of American Trucking Associations

Circulation: 2,500+

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Ad agencies and ATA members receive a 15% discount. Rates are listed as gross.

RUN OF PUBLICATION ADS

Size (Image)	1X (insertion) Color	2X Color	3X Color	4X Color
Full Page - 7.625" x 10"	\$2,250	\$2,000	\$1,800	\$1,650
Half Page - 7.625" x 4.875"	\$1,400	\$1,250	\$1,000	\$900

Other sizes available upon request.

PREMIUM PLACEMENT ADS (FULL PAGE – FULL COLOR ONLY)

Back Cover	\$2,350	\$2,250	\$2,100	\$1,950
Inside Front/Back Cover	\$2,200	\$2,000	\$1,900	\$1,800
Center Spread	\$2,600	\$2,400	\$2,300	\$2,250

Premium ad placement available on first come first serve basis.

DEADLINES

Issue	Placement Date	Ad Materials	Publication Date
1st Quarter	January 6	January 20	February/March 2023
2nd Quarter	May 5	May 19	May/June 2023
3rd Quarter	July 21	August 18	August/September 2023
4th Quarter	October 20	November 10	November/December 2023

MEMBERSHIP DIRECTORY

Full Page (7.625" x 10")	\$1,950
Half Page (7.625" x 4.875").....	\$1,300
Premium Cover Positions	\$2,350

(subject to availability)

Full Page and Half Page sizes only.

Premium ad placement available on first come first serve basis.

Ad placement deadline is December 1, 2022.

Ad material deadline is December 22, 2022.

Membership directory will be published January 2023.



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

334.834.3983 or email him at: fboswell@alabamatrucking.org

Post Office Box 242337 • Montgomery, Alabama 36124 — 7550 Halcyon Pointe Drive • Montgomery, Alabama 36117

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

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.

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

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.

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 rate decreases depending on the number of issues per year in which you reserve space as indicated by the rate card.

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