

ALABAMA TRUCKER

2024 ADVERTISING RATES

www.alabamatrucking.org



**BE SURE TO RESERVE YOUR SPOT
IN THE 2024 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 2, 2023.
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
ford@tracktmedia.com
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	\$2,365	\$2,100	\$1,890	\$1,735
Half Page	\$1,470	\$1,315	\$1,050	\$945

Other sizes available upon request.

PREMIUM PLACEMENT ADS (FULL PAGE – FULL COLOR ONLY)

Back Cover	\$2,470	\$2,365	\$2,205	\$2,050
Inside Front/Back Cover	\$2,310	\$2,100	\$1,995	\$1,890
Center Spread	\$2,730	\$2,520	\$2,415	\$2,365

Premium ad placement available on first come first serve basis.

DEADLINES

Issue	Placement Date	Ad Materials	Publication Date
1st Quarter	January 5	January 19	February/March 2024
2nd Quarter	May 6	May 17	May/June 2024
3rd Quarter	July 22	August 16	August/September 2024
4th Quarter	October 21	November 11	November/December 2024

MEMBERSHIP DIRECTORY

Full Page.....	\$2,050
Half Page.....	\$1,365
Premium Cover Positions.....	\$2,470

(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 2, 2023.

Ad material deadline is December 20, 2023.

Membership directory will be published January 2024.



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 email him at: ford@tracktmedia.com

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:

Mag Trim Size:	8.5"w X 11"d
Full Page:	8.75"w X 11.25"d bleed 8 x 10.5, live area 7.625"w X 10"d, non-bleed
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

(Live area on bleed ads is 1/4 in. inside the trim on all sides. Any type or graphics not intending to be cut off should not extend beyond this area.)

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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