

# utah trucking

UTAH'S VOICE IN TRUCKING



## 2017

### ADVERTISING RATES

QUARTERLY MAGAZINE | DIGITAL MAGAZINE WEBSITE

WEEKLY NEWSLETTER

utah trucking  
UTAH'S VOICE IN TRUCKING

# MAGAZINE

**NUMBER OF ISSUES:** Published quarterly – 4 issues per year

**BILLING DATES:** On publishing date or as a lump sum

**MECHANICAL SPECS:** Minimum resolution of 300 dpi in hi-res pdf, tiff, eps or jpg. Please embed all fonts and artwork.

## DEADLINES:

EDITION	CONTENT DEADLINE
Spring	Friday, March 3, 2017
Summer	Friday, June 2, 2017
Fall	Friday, September 1, 2017
Winter	Friday, December 1, 2017

## AD REQUIREMENTS:

AD SIZE	WIDTH INCHES / PIXELS	HEIGHT INCHES / PIXELS
Quarter <i>Content Safe Zone: 4" x 5.25"</i>	4.25"/315px	5.5"/405px
Half <i>Content Safe Zone: 8.25" x 5.25"</i>	8.75"/630px	5.65"/405px
Full <i>Content Safe Zone: 8.25" x 10.75"</i>	8.75"/630px	11.25"/810px

*Prime ad space the magazine is generally reserved for UTA partners. Please contact Sarah for details: sarah@utahtrucking.com, 801.540.0604, 801.973.9370.*



Utah Trucking's magazine and newsletter are targeted directly to the industry's decision makers within Utah.

You won't find a more consistent, focused group for your industry advertising anywhere in the state.

## MEMBER STATS

Total Membership: 600+  
Membership numbers grow on a weekly basis

Membership Percentages  
Carrier Members: 64%  
Allied Members: 36%

## PUBLICATION REACH

### Magazine

1,300 individuals  
Includes Carriers, Suppliers, Government Partners, State Representatives, Senators, Truck Stops, State Associations, State Regulators and Much More!

### Newsletter

1,500+ individual emails  
Average open rate: 21%  
Average click through rate: 3%



Discounted ad design work can be done by UTA member and Utah Trucking Magazine printer, PoleVault Media.

They can design ads for both the magazine and newsletter.

Contact Kirk:

[kirk@firetoss.com](mailto:kirk@firetoss.com)

C: 801.362.7657 | O: 801.901.8408

123 S. 400 E.

Salt Lake City, Utah 84111

<http://www.firetoss.com>

Utah Trucking Association's membership numbers have steadily increased by nearly 70% in the last 4 years and continue to increase on a weekly basis.

Sarah Clasby, Office Manager  
Utah Trucking Association  
[sarah@utahtrucking.com](mailto:sarah@utahtrucking.com)  
c: 801.540.0604 | o: 801.973.9370

# TRUCKIN' HOT NEWS

## WEEKLY NEWSLETTER

**NUMBER OF ISSUES:** Weekly publication – 52 editions per year

**BILLING DATES:** Variable date – contingent on the number of ads purchased

**MECHANICAL SPECS:** Minimum resolution of 300 dpi in hi-res pdf, tiff, eps or jpg. Please embed all fonts and artwork.

**DEADLINES:** 5 business days before prior to newsletter send date

### AD REQUIREMENTS:

AD SIZE	WIDTH INCHES/PIXELS	HEIGHT INCHES/PIXELS
Right Side (small)	2"/150px	4"/300
Left Side (large)	2.5"/200px	4"/300px

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# RATE SHEET

## ANNUAL ADVERTISING PACKAGES:

PACKAGE A \$7,000	PACKAGE B \$3,500	PACKAGE C \$2,000
Full page ad in magazine	Half page ad in magazine	Quarter page ad in magazine
Top hero ad on digital magazine website	Vertical ad on digital magazine website	Vertical ad on digital magazine website
Vertical ad on digital magazine website	Right side ad in newsletter (small)	Right size ad in newsletter (small)
Left side ad in newsletter (large)	Logo on UTA website	Small ad space on digital signage
Right side ad in newsletter (small)	Small ad space on digital signage	
Logo on UTA website		
Large ad space on digital signage		

## A LA CARTE OPTIONS:

*Single purchases are available, however, you will get the best value from purchasing an annual package*

MAGAZINE		WEBSITE (S) <i>Rotates for 1 month</i>		NEWSLETTER <i>1 issue (1 week)</i>		DIGITAL SIGNAGE	
\$1,200	Full page ad	\$50	Vertical ad	\$50	Right side ad	\$200	Per week
\$600	Half page ad	\$100	Horizontal ad	\$100	Left side ad	\$500	Per month
\$300	Quarter page						

*Prices and packages are negotiable pending a partnership agreement and approval by Utah Trucking Association Executive Director  
Contact UTA office for more details*

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