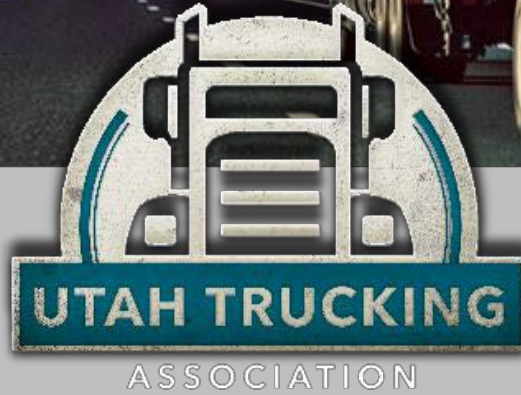


utah trucking

UTAH'S VOICE IN TRUCKING



2017 - 2018 ADVERTISING RATES

QUARTERLY MAGAZINE | WEBSITE
DIGITAL BLOG/NEWSLETTER

utah trucking
UTAH'S VOICE IN TRUCKING

MAGAZINE

NUMBER OF ISSUES: Published quarterly – 4 issues per year

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
Winter	Friday, December 1, 2017
Spring	Friday, March 2, 2018
Summer	Friday, June 1, 2018
Fall	Friday, September 7, 2018

MAGAZINE AD REQUIREMENTS:

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



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

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

1,700 individuals
Includes Carriers,
Suppliers, Government
Partners, State
Representatives,
Senators, Truck Stops,
State Associations,
State Regulators and
Much More!

DIGITAL SITES

Digital Blog, Website, Signage at Utah Trucking Association



Contact Sarah Clasby with questions
801.973.9370
sarah@utahtrucking.com

WEBSITE AND BLOG AD REQUIREMENTS:

AD SIZE	WIDTH INCHES/PIXELS	HEIGHT INCHES/PIXELS
Quarter	4"/300px	3.33"/250px
Half	12.67"/950px	1.67"/125px
Full	12.67"/950px	3.33"/250px

UTAH TRUCKING ASSOCIATION DIGITAL SIGNAGE:

AD SIZE	WIDTH INCHES/PIXELS	HEIGHT INCHES/PIXELS
Quarter	3.75"/281px	3.25"/243px
Half	4.5"/337px	6.5"/487px
Full	12"/900px	6.5"/487px

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

Discounted ad design work can be done by Utah Trucking Association member and Utah Trucking Magazine publisher, Firetoss. They can design ads for both the magazine and newsletter.

Contact Kirk:
kirk@firetoss.com
801.901.8408
<http://www.firetoss.com>

RATE SHEET

ANNUAL ADVERTISING PACKAGES:

PACKAGE A \$ 5,500	PACKAGE B \$ 2,500	PACKAGE C \$ 1,000
Full page ad in magazine	Half page ad in magazine	Quarter page ad in magazine
Top hero ad on digital blog/newsletter	Horizontal ad on digital blog/newsletter	Vertical ad on digital blog/newsletter
Top hero ad on Utah Trucking website	Horizontal ad on Utah Trucking website	Vertical ad on Utah Trucking website
Full page ad on digital signage at Utah Trucking Association building	Half page ad on digital signage at Utah Trucking Association building	Quarter page ad on digital signage at Utah Trucking Association building

QUARTERLY ADVERTISING PACKAGES:

You will get the best value from purchasing an annual package

PACKAGE A \$1,500	PACKAGE B \$650	PACKAGE C \$300
Full page ad in one magazine edition	Half page ad in one magazine edition	Quarter page ad in one magazine edition
Top hero ad on digital blog/newsletter	Horizontal ad on digital blog/newsletter	Vertical ad on digital blog/newsletter
Top hero ad on Utah Trucking website	Horizontal ad on Utah Trucking website	Vertical ad on Utah Trucking website
Full page ad on digital signage at Utah Trucking Association building	Half page ad on digital signage at Utah Trucking Association building	Quarter page ad on digital signage at Utah Trucking Association building

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