



## 2017 MAGAZINE RATE SHEET

Award-Winning Regional Journal of the  
Arkansas Trucking Association

### Fast Lane to Success: Advertising with ATA

We deliver *Arkansas Trucking Report* into the hands of more than 25,000 transportation top executives six times a year!

We truly saturate the industry with our timely news items and interesting features!

If you want this highly targeted, influential group of decision-makers to consider purchasing your products or services, then you'll want to place an ad in every issue of *ATR*!

*ATR* is unique in that it is the only state trucking association magazine to publish for readers beyond its borders.

*ATR* is mailed directly to the offices of:

- Each corporate member of the Arkansas Trucking Association
- Every trucking exec owning four or more trucks in Arkansas, Tennessee, Missouri, Oklahoma, Texas and Louisiana
- Every corporate member of Truckload Carriers Association, American Trucking Associations and the National Industrial Transportation (NITL - the nation's oldest and largest shipping organization)
- Every state trucking association executive
- Arkansas' State Legislative Representatives
- A select group of key business executives representing investment banking and other businesses.

#### Covers (Members only)

#### Full-Color (color only)

Inside front	\$1850
Inside back	\$1850
Back cover	\$2000

#### Insider Trucking

Promote a new product, service, location, award, whatever! The space is exclusively for *ATR* advertisers. Submit 200 words and a photo, if you'd like, for every issue.

	MEMBER RATES			NON-MEMBER RATES		
	1x	3x	6x	1x	3x	6x
Double-truck (2-page spread)	\$3400	\$3200	\$2800	\$3600	\$3400	\$3000
Half double-truck (2-page spread)	\$2450	\$2150	\$1850	\$2650	\$2350	\$2050
Full page	\$1900	\$1700	\$1500	\$2100	\$1900	\$1700
2/3 page	\$1700	\$1500	\$1400	\$1900	\$1700	\$1600
1/2 page	\$1550	\$1400	\$1300	\$1750	\$1600	\$1500
1/3 page	\$1400	\$1250	\$1100	\$1600	\$1450	\$1300
1/6 page	\$1100	\$950	\$800	\$1300	\$1150	\$1000

Rates above are for full-color ads. Black and white ads will be discounted \$100 from the listed rate. All rates are net. Advertising agencies may add a standard 15% commission to these rates. \*6x and 3x are six- and three-time contract rates which includes a discount per insertion for agreeing to advertise in six or three consecutive issues of *ATR*.

## DEADLINES

ISSUES	SPACE	AD MATERIALS	PUBLICATION DATES**
Issue 1	Jan. 27	Feb. 3	February 2017
Issue 2	Mar. 24	Mar. 31	April 2017
Issue 3	May 19	May 26	June 2017
Issue 4	July 16	July 21	August 2017
Issue 5	Sept. 15	Sept. 22	October 2017
Issue 6	Nov. 10	Nov. 17	December 2017

\*\*Advertisement will be invoiced within one week following the publication date.

For further details, please contact Amanda Lamb  
amandalamb@arkansastrucking.com | 501.372.3462



# MAGAZINE & MEMBERSHIP DIRECTORY MECHANICAL SPECIFICATIONS

**Number of Issues:** Published bimonthly

**Publication Dates:** February, April, June, August, October and December

**Billing Dates:** Each issue will be billed within one week of publication being distributed.

**What kind of issue:** Each of our issues covers news, legislation, regulatory issues, features, trucking statistics, etc. that affect the trucking industry in Arkansas and nationally. Our cover story profile is privately selected by our editors and revealed en masse with general publication distribution.

**Size Requirements:**

FULL PAGE	- live area	7.5"w by 9.8125"d
	- trim size	8.5"w by 10.8125"d
	- bleed size	8.75"w by 11.06"d
TWO-THIRDS PAGE	- vertical	4.94"w by 9.8125"d
HALF PAGE	- horizontal	7.5"w by 4.8125"d
	- vertical	4.94"w by 7.5"d
THIRD PAGE	- square	4.94"w by 4.8125"d
	- vertical	2.39"w by 9.8125"d

**Other Items:** Offset printed; 175 line screen

**Production Details:** 80# white enamel-coated paper; additional aqueous coating; four color process; saddle stitched.

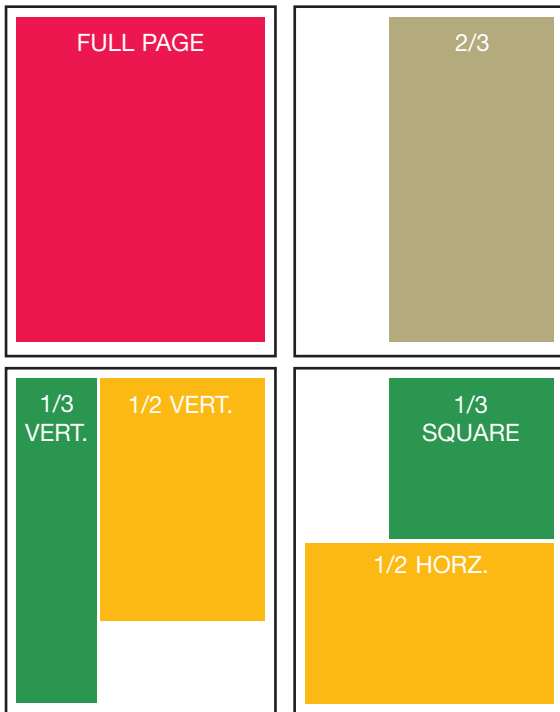
**Production Charges:** Prices will be estimated based on requirements of individual advertiser.

**Mechanical Specs:** We prefer to receive your ad as an Adobe PDF file. PDF files must use images that are 300dpi b/w or CMYK if color and embed all fonts (postscript only). High resolution (300 dpi) TIFF, JPEG (highest quality), Adobe Illustrator or Macromedia Freehand EPS files are also acceptable. Illustrator and Freehand files must have all fonts outlined.

Ads may be submitted on Mac formatted DVD-Rs or CDs. Ads must be sized to scale based on size requirements.

Ads created in Microsoft programs are not acceptable. Formats other than those specified will be subject to hourly production charges or may be unusable.

**Multiple Issue Discount:** As a contract advertiser, you will receive a discount (see 2017 rate sheet) for your ad space. To be a contract advertiser, we ask that you sign an annual commitment to place an ad in three or six issues.



For further details, please contact the Arkansas Trucking Association at 501.372.3462.