



# ADVERTISING OPPORTUNITIES

We offer many ways for you to promote your products and services throughout the year to our diverse membership and the Florida trucking industry at large.

## EMAIL SPONSORSHIP

**FLORIDA TRUCK DISPATCH** – *A weekly digest of the week's most newsworthy industry headlines.*

- Delivered to more than 1,000 in-boxes on Friday of each week, 48 times per year
- Banner advertising available
- Pricing is by month (4 weeks)



## WEBSITE SPONSORSHIP

**FTA PUBLIC WEBSITE** – [www.FLTrucking.org](http://www.FLTrucking.org)

- Consistently at the top of internet searches for keywords "Florida, trucking"
- Main hub of information for those interested in Florida trucking industry, regulatory and event information
- Banner and box advertising available
- Pricing is by 6-month increments

**FTA MEMBER SITE** – *Password-protected members-only site exclusive to FTA membership*

- Members login through the public website or through the FTA mobile app
- Main hub of information for proprietary regulatory updates, analyses, best practices and more
- Members use the site to access online membership directory, event registrations, committees, forums
- Box advertising available
- Pricing is by 6-month increments



## MOBILE APP SPONSORSHIP

**FLORIDA TRUCKING ASSOCIATION APP** – *24/7/365 access to FTA member-login site and major events*

- Offers access to proprietary information at any time
- Free download from App Store and Google Play
- Members access online membership directory, event registrations, committees, forums
- During major events (Florida TDC, Annual Conference and Fall Round-Up), app serves as digital event program
- Banner and "splash page" advertising available
- Pricing is by 6-month increments and by event



## PRINT ADVERTISING

**FLORIDA TRUCK NEWS** – *Full-color, glossy magazine direct-mailed to trucking industry leaders*

- Direct-mailed to more than 3,000 industry leaders in Florida, including regulatory and elected officials
- 3x pass-on rate = more than 10,000 impressions in print alone per issue
- Interactive digital flip-book advertising included for each issue with active URLs in ads
- Filled with custom content and updates on FTA members, regulatory issues and timely trucking topics
- Published 3x/year
- Pricing is per issue





Version 01-17

## ADVERTISING INVESTMENTS

*Pricing, sizing, availability subject to change*

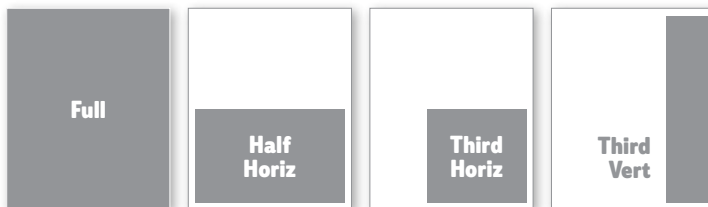
	Size	Unit	Cost
<b>DIGITAL PRODUCTS</b>			
Dispatch banner ad	420 x 60 px	4-week run	\$299
Public website — <b>banner</b>	1050 x 100 px	6-month run	\$1000
		15-month run (3 mos free)	\$1999
Public website — <b>box</b>	250 x 300 px	6-month run	\$499
		15-month run (3 mos free)	\$1000
Member website — <b>box</b>	220 x 220 px	6-month run	\$649
		15-month run (3 mos free)	\$1499
FTA app — <b>splash</b>	Call us	6-month run	\$1999
		Event	\$1500
FTA app — <b>in-app</b>	Call us	Event	\$750



### FLORIDA TRUCK NEWS MAGAZINE *(all full color) Pricing, sizing, availability subject to change*

Inside front or back cover ( <i>bleeds</i> )	Call us	3 issue (12 mos)*	\$1695
Outside back cover ( <i>bleeds</i> )	Call us	3 issue (12 mos)*	\$1795
Double truck ( <i>bleeds</i> )	Call us	1 issue (4 mos)	\$2250
Full page ( <i>bleeds</i> )	Call us	1 issue (4 mos)	\$1475
Half horizontal ( <i>no bleeds</i> )	Call us	1 issue (4 mos)	\$1200
Third vertical or horizontal ( <i>no bleeds</i> )	Call us	1 issue (4 mos)	\$775

\*Cover positions must be booked on a three-issue agreement.



FILES ACCEPTED:  
 > Press-ready PDF  
 > TIFF @ 100%, 300 dpi  
 > JPG @ 100%, 300 dpi

DEADLINES:  
 > Q1: February 18, 2017  
 > Q2: April 26, 2017  
 > Q3: July 26, 2017



**Beginning in 2017**, the Florida Truck News will come in-house and be produced by FTA staff. That means everything—from ad sales to design—will be done by the FTA folks you know. **This also means 100% of the revenue stays with FTA!**

### DISCOUNTS AND PACKAGES\*\*

FTA Member discount	15%	Print + any digital buy	25%
Agency discount	15%	FTN + app	25%
Multi-insertion discount ( <i>FTN only</i> )	10%	Public + member sites	25%

\*\*Discounts are stackable up to 25% but not applicable to package pricing. Package discounts are taken off the lowest rate in the combination.



**Ready to talk?**  
 Call us at (850) 222-9900