



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

- 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

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
- Banner and box advertising available



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
- 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 09-17

ADVERTISING INVESTMENTS

Pricing, sizing, availability subject to change **Size** **Unit** **Cost**

DIGITAL PRODUCTS *Runs begin 1st day of each month; Ads due 15th of month prior to run start*

Dispatch banner ad	420 x 60 px	4-week run	\$299
Banner ads	<i>(only 1 avail on each site)</i>		
Public or member website	1050 x 100 px	3-month run 9-month run (3 mos free)	\$1500 \$2999
Box ads			
Public website	250 x 300 px	6-month run 15-month run (3 mos free)	\$649 \$1499
Member website	220 x 220 px	Same units & pricing as above	
FTA app — splash	Call us	6-month run Event	\$1999 \$1500
FTA app — in-app	Call us	Event	\$750

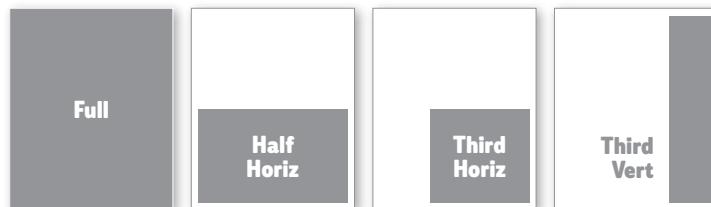
FLORIDA TRUCK NEWS MAGAZINE *(all full color) Pricing, sizing, availability subject to change*

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. Cost is per issue.



Did you know? 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!**



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

DEADLINES:
 > Q1: February 18, 2017
 > Q2: April 26, 2017
 > Q3: September 8, 2017

DISCOUNTS **

FTA Member discount	15%	With any 3x print insertion, choose a
Agency discount	15%	FREE 6-month digital box run
Multi-insertion discount (<i>FTN only</i>)	15%	that increases your exposure!

**Discounts not stackable

VALUE-ADDED DEAL



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