

# KENTUCKY TRUCKER

The Official Publication of the Kentucky Trucking Association (KTA)

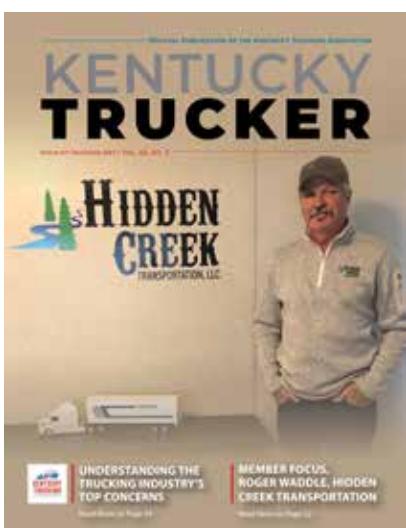


## Moving Forward.

As Americans, we are quickly coming together to make the best of our current situation.

WHILE WE CONTINUE OPENING OUR ECONOMY,  
MAKE SURE YOUR COMPANY IS TOP OF MIND.

If you would like to advertise in this publication or have questions, we look forward to speaking with you. Call **855.747.4003** or email [sales@thenewslinkgroup.com](mailto:sales@thenewslinkgroup.com).



# Why advertise?

## COMMUNICATION WITH MEMBERS IS ALWAYS AN IMPORTANT THING — RIGHT NOW IT'S EVEN MORE SO. THE KENTUCKY TRUCKER IS AN EXCEPTIONAL PLATFORM FOR YOUR MESSAGE.

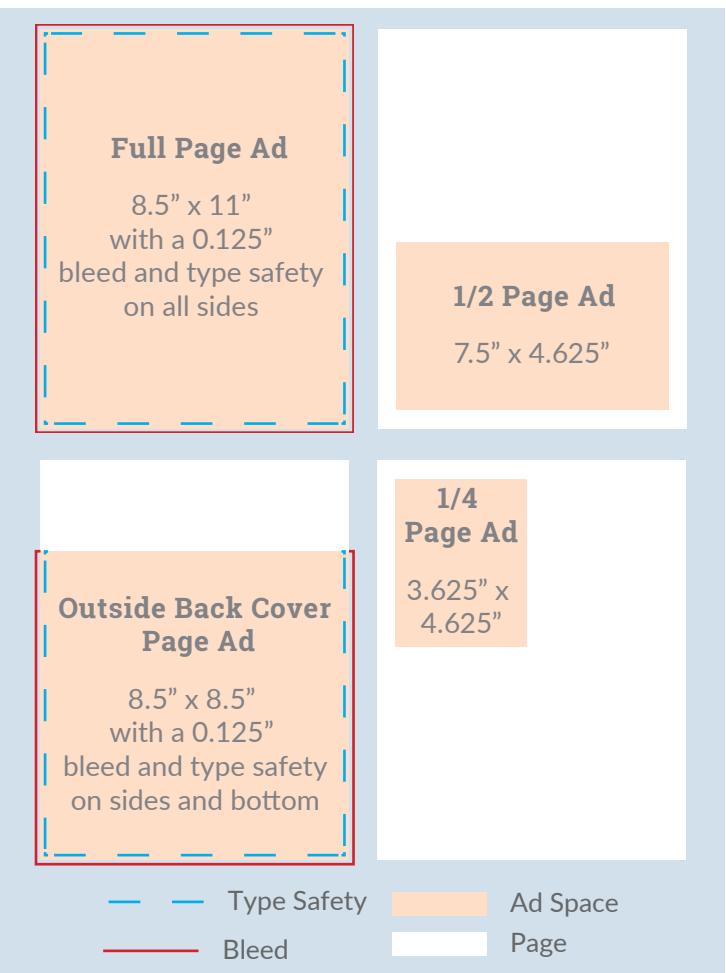
As our economy moves towards stability and future growth, now is a great time for you to reach out to your customers and let them know you appreciate their business and are also open for more business. Print magazines offer a tactile experience of trust, authority and credibility that stands out in today's world.

### Cutting-edge editorial content:

KTA's magazine, Kentucky Trucker offers clear, comprehensive, sophisticated and up-to-date information that readers can apply immediately in their professional lives. With content written by the most authoritative executives and leaders in the trucking industry, Kentucky Trucker covers a broad range of subjects, including the following:

- Government Affairs: Advocating industry positions and issues before Utah's legislature, executive branch, local governments, and other policy makers.
- Public Relations: Acting as industry spokesman with the public and media on the broad range of issues and concerns affecting the State's trucking industry.
- Regulatory Advocacy: Bringing industry together to understand and unite on proposed regulations and advocating the industry's position with key regulatory agencies.
- Community Outreach: Reaching out to the public through messaging, speaking and events to get feedback, respond to questions and educate in communities where we operate.
- Networking: Providing opportunities through meetings, golf tournaments, seminars and other events to get to know and interact with other industry members.
- Industry Information: Compiling and maintaining up-to-date and timely industry news and information to help keep you and your company informed of emerging issues.
- Association News: Awards, association events, and leadership features.

2021 Advertising Rates		
Size Price	Per Term (4 issues)	Directory
Full Page	\$3,342	\$970
1/2 Page	\$2,507	\$727
1/4 Page	\$1,880	\$545
Page 3, 5, or Premium	\$3,592	\$1,220
Inside Front/Back Covers	\$3,592	\$1,220
Outside Back Cover	\$3,842	\$1,470
Centerfold space available; call for rates.		



2021 Publication and Advertising Schedule		
Issue	Editorial   Artwork Due	Mail Date
1	Jan 25, 2021	Feb 16, 2020
2	Mar 22, 2021	Apr 16, 2020
3	Jun 21, 2021	Jul 14, 2020
4	Sep 9, 2021	Oct 4, 2020
Directory	Sep 10, 2021	Oct 15, 2021

# Purchase an ad in Kentucky Trucker.

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Title \_\_\_\_\_

Website \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Email \_\_\_\_\_

Production Contact Name \_\_\_\_\_

Production Contact Email \_\_\_\_\_

Ad size	Number of insertions	Ad Placement	Total cost
Full Page			
1/2 Page			
1/4 Page			
Outside Back Cover			

**Ad Design:**  We will provide an ad in CMYK and 300 PPI, jpg or PDF format with bleed if needed.

We will pay you to design our ad for \$250.

**Payment Method:**  Please invoice me  Credit Card

Ad Purchaser	Signature of Purchaser
Ad Agency	Ad Purchased For

- Account balance is due in full before publication. Ads not paid in full before publishing are not guaranteed to run. A monthly finance charge of 1.5%, which is 18% per annum, will be charged on the unpaid balance of past due accounts. Customer agrees to pay reasonable attorney's fees and other costs of collection after default and referral to an attorney.
- All materials will be reviewed for acceptability. The publisher and the sponsor reserve the right to refuse any advertisement.
- Position of advertisements is at the discretion of the publisher unless the advertiser has specifically contracted and paid for a premium position.
- Advertisers assume all liability for all content (including text representation and illustration) of the advertisement printed and agree to indemnify, protect and hold harmless the publisher and the sponsor from any claim or action based on the content of an advertisement published.
- Orders are non-cancelable. If there is a problem with an ad, such as excessively late distribution, or quality concerns that are the publisher's fault, the publisher reserves the right, at its discretion, to either refund or make good any paid ad that does not run due to publisher error.



# Print or Digital? We say both.

Digital magazines are not competing with print — they have their own, very solid place in the mix of marketing and communication campaigns. Digital publications are available on readers and phones, allowing for a different level of engagement that supports information bites, if you will, as opposed to the more immersive reading that happens with print. And readers have access to this digital content anytime, anywhere because most people are not far away from their mobile devices. Technology has enhanced the way we communicate with one another, find information and experience the world. And it has expanded the possibilities in publishing as well.

WHICH IS WHY KENTUCKY TRUCKER IS PUBLISHED IN BOTH PRINT AND DIGITAL FORMATS.



Kentucky Trucker offers these value added services to help you reach your target audience:

- A digital version of the publication — pdf, “flipping book” and a true built-out digital version for SEO and social media sharing
- A magazine website with your company logo, linked to your website and housing a multiyear archive of the publication
- An additional email distribution of the publication, so KTA members and magazine readers will enjoy the benefits of both print and digital experiences



VIEW IN DIGITAL FORMAT AT:

[kentucky-trucker.thenewslinkgroup.org](http://kentucky-trucker.thenewslinkgroup.org)



## Reach your customers with print and digital.

To advertise in this magazine, contact us today.