

Kansas Motor Carriers Association

Trucking Solutions Since 1936

Advertising Opportunities for 2019

Through partnership with the Kansas Motor Carriers Association you can reach out to the industry's leaders all across Kansas. KMCA has advertising opportunities in the Annual Membership Directory, *Dispatch* - KMCA's monthly newsletter and online at www.kmca.org.

Annual Membership Directory and Buyers Guide

- Mailed directly to all members of the association, which includes motor carriers, transportation executives, suppliers of services and equipment, business and industry leaders, public officials and others interested in motor transportation
- Circulation of 1,500 plus
- Published in November of 2019
- Ad agreement deadline is August 30, 2019
- Ads need to be submitted by October 1, 2019

***Dispatch* - KMCA's Monthly Newsletter**

- Mailed directly to all members of the association, which includes motor carriers, transportation executives, suppliers of services and equipment, business and industry leaders, public officials and others interested in motor transportation
- Circulation of 1,500 plus
- Published on the 20th of each month
- Ad contract deadline is the 10th of each month
- Ads need to be submitted by the 10th of each month
- Space for the newsletter is limited, so ads will be taken on a first come basis

Website Ads - www.kmca.org

- Ads will always appear on the website as people explore it
- Viewed by members, people involved in the industry, people looking to get involved in the industry and others
- Each ad will be viewed for 10 seconds
- Ads will continually rotate, so each of them is viewed equally
- Ads will be displayed for 1 year

Advertising Contact

Samantha Stanley

Director of Communications & Events

sstanley@kmca.org

785-267-1641

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Annual Membership Directory and Buyers Guide

Full Page - \$1,150

2/3 Page - \$920

1/2 Page - \$745

1/3 Page - \$565

1/4 Page - \$445

1/8 Page - \$290

Additional Options

Full Color - \$265

Spot Color - \$160

Inside Covers - \$420

Outside Back Cover - \$630

The Dispatch - KMCA's Monthly Newsletter

Full Page - \$405

1/2 Page - \$285

1/4 Page - \$220

1/8 Page - \$165

*Printed Dispatch ads are black and white. Pricing is per issue.

Website Ads - www.kmca.org

468 pixels by 60 pixels - rotating - \$245

200 pixels by 300 pixels - \$485 - static

*There is a \$25 fee each time you change your website ad

Ad Submission Guidelines

Advertisements should be submitted via email, Dropbox or sent via mail on a flash drive. All advertisements need to be a high quality PDF or High Quality JPEG. If you need your ad designed or have questions about advertising guidelines please contact Samantha Stanley at ssstanley@kmca.org.

Full page bleed	8 3/4 x 11 1/4 8 1/2 x 11 trim
Full page	7 1/2 x 9 15/16
2/3 page	4 7/8 x 10
1/2 page	7 1/2 x 4 7/8 horizontal 3 1/2 x 9 15/16 vertical
1/3 page	3 1/8 x 7 1/2 horizontal 2 3/8 x 10 vertical
1/4 page	7 1/2 x 2 1/4 horizontal 3 5/8 x 4 7/8 vertical
1/8 page (business card size)	3 1/2 x 2 horizontal

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Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Fax: _____

The Dispatch - KMCA's Monthly Newsletter

_____ Full Page - \$405

_____ 1/2 Page - \$285

_____ 1/4 Page - \$220

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Select the Issues You Want to Advertise in:

_____ All Issues

_____ January

_____ February

_____ March

_____ April

_____ May

_____ June

_____ July

_____ August

_____ September

_____ October

_____ November

_____ December

- Ad contract and ad submission deadline is the 10th of each month

Annual Membership Directory and Buyers Guide

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