

Kansas Motor Carriers Association

Trucking Solutions Since 1936

Advertising Opportunities for 2021

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 and Buyer's Guide, *Dispatch* - KMCA's monthly newsletter and online at www.kmca.org.

Annual Membership Directory and Buyer's 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 1,200 plus
- Published in November
- Ad agreement deadline is September 30, 2021
- Ads need to be submitted by October 25, 2021
- Invoiced after distribution

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 1,200 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
- Invoiced each month after distribution

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 **rotating** ad will be viewed for 10 seconds, so each of them is viewed equally
- Ads will be displayed for 1 year
- Invoiced at the time of contract agreement

Advertising Contact

Samantha Stanley
Director of Communications & Events
[ssstanley@kmca.org](mailto:sstanley@kmca.org)
785-267-1641



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Advertising Agreement

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.

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

_____ 1/8 Page - \$165

*Printed Dispatch ads are black and white. Pricing is per issue.
Color ads available on a first come basis.

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 Buyer's Guide (Black and White)

_____ 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

- Published in November
- Ad agreement deadline is September 30, 2021
- Ads need to be submitted by October 25, 2021

Website Ads - www.kmca.org

_____ 468 pixels by 60 pixels - Rotating - \$245

_____ 200 pixels by 300 pixels - Static - \$485

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

Samantha Stanley

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Ad Submission Guidelines

Advertisements should be submitted via email, 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.

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

Page Size	Size (Inches)	Price (Dispatch)	Price (Directory)
Full page bleed	8 3/4 x 11 1/4 8 1/2 x 11 trim		\$1,150
Full page	7 1/2 x 9 15/16	\$405	\$1,150
2/3 page	4 7/8 x 10		\$920
1/2 page	7 1/2 x 4 7/8 horizontal 3 1/2 x 9 15/16 vertical	\$285	\$745
1/3 page	3 1/8 x 7 1/2 horizontal 2 3/8 x 10 vertical		\$565
1/4 page	7 1/2 x 2 1/4 horizontal 3 5/8 x 4 7/8 vertical	\$220	\$445
1/8 page (business card size)	3 1/2 x 2 horizontal	\$165	\$290

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Additional Options (Directory)

- Full Color - \$265
- Spot Color - \$160
- Inside Covers - \$420
- Outside Back Cover - \$630

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468 pixels by 60 pixels - Rotating - \$245

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Payment Information

(Make checks payable to Kansas Motor Carriers Services)

Visa/MC/Amex: _____ Exp. Date: _____

Name On Card: _____ 3-Digit Code: _____

Authorization Signature: _____

**Receipt Will Be Emailed: _____

Samantha Stanley

Director of Communications & Events

ssstanley@kmca.org

785-267-1641



DISPATCH

Kansas Motor Carriers Association Affiliated with the American Trucking Associations

The Dispatch - KMCA's Monthly Newsletter Content Overview

January 2021

- Day at the Capitol Preview
- Legislative Session Preview
- National News

Advertising Closing Date: January 10, 2021

February 2021

- Legislative & Congressional Update
- Day at the Capitol Review
- National News

Advertising Closing Date: February 10, 2021

March 2021

- Legislative Session Update
- Safety Awards Banquet Preview
- National News

Advertising Closing Date: March 10, 2021

April 2021

- Safety Banquet Review - Safety Professional of the Year, Drivers of the Month, Driver of the Year, Kansas Fleet Safety Contest, Grand Trophy Winner
- Legislative Session Update

Advertising Closing Date: April 10, 2021

May 2021

- Highlights from ATA Leadership Spring Conference
- Kansas Truck Driving Championships Preview (Sponsorship opportunities available)
- Legislative Session Wrap-Up

Advertising Closing Date: May 10, 2021

June 2021

- Kansas Truck Driving Championships Winners
- PRO TRUCK PAC Golf Classic
- National News

Advertising Closing Date: June 10, 2021

July 2021

- Convention Preview
- National News

Advertising Closing Date: July 10, 2021

August 2021

- Convention Preview, Sponsors & Exhibitors Annual Board of Directors Meeting Notice
- National News
- National Truck Driving Championships Results

Advertising Closing Date: August 10, 2021

September 2021

- Convention Issue: Full preview of speakers, entertainment, schedule, sponsors & exhibitors
- Child Passenger Safety Week

Advertising Closing Date: September 10, 2021

October 2021

- Convention Review
- New KMCA Leadership

Advertising Closing Date: October 10, 2021

November 2021

- ATA Management Conference & Expo
- National News

Advertising Closing Date: November 10, 2021

December 2021

- Legislative Leadership/Committee Announcement
- National News

Advertising Closing Date: December 10, 2021

