

# Kansas Motor Carriers Association

## Trucking Solutions Since 1936

### Advertising Opportunities for 2020

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](http://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, 2020
- Ads need to be submitted by October 5, 2020
- 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](http://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  
[sstanley@kmca.org](mailto:sstanley@kmca.org)  
785-267-1641



# Kansas Motor Carriers Association

Trucking Solutions Since 1936

## 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](http://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, 2020
- Ads need to be submitted by October 5, 2020

### Website Ads - [www.kmca.org](http://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

Director of Communications & Events

[ssstanley@kmca.org](mailto:ssstanley@kmca.org)

785-267-1641



# Kansas Motor Carriers Association

Trucking Solutions Since 1936

## Advertising Opportunities for 2020

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](http://www.kmca.org).

### 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](mailto: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

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

### Additional Options (Directory)

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

### Website Ads - [www.kmca.org](http://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

### 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](mailto: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 2020

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

Advertising Closing Date: January 10, 2020

### February 2020

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

Advertising Closing Date: February 10, 2020

### March 2020

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

Advertising Closing Date: March 10, 2020

### April 2020

- 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, 2020

### May 2020

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

Advertising Closing Date: May 10, 2020

### June 2020

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

Advertising Closing Date: June 10, 2020

### July 2020

- Convention Preview
- National News

Advertising Closing Date: July 10, 2020

### August 2020

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

Advertising Closing Date: August 10, 2020

### September 2020

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

Advertising Closing Date: September 10, 2020

### October 2020

- Convention Review
- New KMCA Leadership

Advertising Closing Date: October 10, 2020

### November 2020

- ATA Management Conference & Expo
- National News

Advertising Closing Date: November 10, 2020

### December 2020

- Legislative Leadership/Committee Announcement
- National News

Advertising Closing Date: December 10, 2020

