



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.

DIGITAL NEWSLETTER 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)



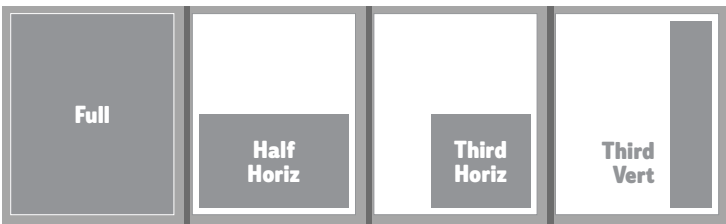
Pricing, sizing, availability subject to change	Size	Unit	Cost
DIGITAL PRODUCTS Runs begin 1st day of each month; Ads due 15th of month prior to run start			
Dispatch banner ad	420 x 60 px	4-week run	\$299
		3-month run	\$1500
		9-month run (3 mos free)	\$2999
Feature ad in dispatch (product, event, services (200 word max with graphic)		Per placement	\$99

FLORIDA TRUCK NEWS

Inside front or back cover (bleeds)	3 issue (12 mos)*	\$1695
Outside back cover (bleeds)	3 issue (12 mos)*	\$1795
Double truck (bleeds)	1 issue (4 mos)	\$2250
Full page (bleeds)	1 issue (4 mos)	\$1475
Half horizontal (no bleeds)	1 issue (4 mos)	\$1200
Third vertical or horizontal (no bleeds)	1 issue (4 mos)	\$775

* Cover positions must be booked on a three-issue agreement. Cost is per issue.

- 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
- Digital copy uploaded to ISSUU
- Filled with custom content and updates on FTA members, regulatory issues and timely trucking topics
- Published 3x/year
- Pricing is per issue



FILES ACCEPTED:

- Press-ready PDF (full page w/ crop & bleeds)
- TIFF @ 100%, 300 dpi
- JPG @ 100%, 300 dpi

DEADLINES:

- Q1: Feb. 1, 2021
- Q2: June 15, 2021
- Q3: Oct. 1, 2021

Beginning in 2017, the Florida Truck News was moved in-house and is produced by FTA staff. That means everything will be done by the FTA folks you know. **This also means the revenue stays with FTA!**

DISCOUNTS **

FTA Member discount	15%
Agency discount	15%

VALUE-ADDED DEAL

With any 3x print insertion, choose a **FREE 2-month** banner run in Dispatch that increases your exposure!

**Discounts not stackable

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

