

# Kansas Motor Carriers Association

## Trucking Solutions Since 1936

### **Advertising Opportunities for 2017**

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).

### **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 2,000 plus
- Published every year in March
- Ad agreement deadline is November 15
- Ads need to be submitted by December 1
- All advertisers will receive their listings in the searchable online buyer's guide with their logo and a direct link to the company's website and/or e-mail

### ***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](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 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

### **Receive a Discount on Your Advertising**

A 10% discount will be given to those advertising in both the Buyer's Guide and *Dispatch* Newsletter

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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](http://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 Melissa Kershner at [mkershner@kmca.org](mailto:mkershner@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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## Advertising Agreement

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Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Fax: \_\_\_\_\_

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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

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Melissa Kershner

Director of Communications & Events

[mkershner@kmca.org](mailto:mkershner@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 2017

- Day at the Capitol Preview
  - Legislative Session Preview
  - National News
- Advertising Closing Date: January 10, 2017

### February 2017

- Legislative & Congressional Update
  - Day at the Capitol Review
  - National News
- Advertising Closing Date: February 10, 2017

### March 2017

- Legislative Session Update
  - Safety Awards Banquet Preview
  - National News
- Advertising Closing Date: March 10, 2017

### April 2017

- Safety Banquet Review - Safety Professional of the Year,  
Drivers of the Month, Driver of the Year, Kansas Fleet Safety Contest, Grand Trophy Winner
  - Legislature Update
- Advertising Closing Date: April 10, 2017

### May 2017

- Highlights from ATA Leadership Spring Conference
  - Kansas Truck Driving Championships Preview
  - Kansas Legislative Session Wrap-Up
- Advertising Closing Date: May 10, 2017

### June 2017

- Kansas Truck Driving Championships Winners
  - WHG Golf Classic
  - National News
- Advertising Closing Date: June 10, 2017

### July 2017

- Convention Preview
  - National News
- Advertising Closing Date: July 10, 2017

### August 2017

- Convention Preview, Sponsors & Exhibitors
  - Annual Board of Directors Meeting Notice
  - National News
  - National Truck Driving Championships Results
- Advertising Closing Date: August 10, 2017

### September 2017

- Convention Issue: Full preview of speakers, entertainment, schedule, sponsors & exhibitors
  - Child Passenger Safety Week
- Advertising Closing Date: September 10, 2017

### October 2017

- Convention Review
  - New KMCA Leadership
- Advertising Closing Date: October 10, 2017

### November 2017

- ATA Management Conference & Expo
  - National News
- Advertising Closing Date: November 10, 2017

### December 2017

- Legislative Leadership/Committee Announcement
  - Legislative Leadership/Committee Announcement
  - National News
- Advertising Closing Date: December 10, 2017