



WEEKLY TIP SHEET ADVERTISING

AD SIZE

- 175 x 300 pixels

RATES

- 1 week \$30
- 2 weeks \$50 (\$25/week)
- 4 weeks \$80 (\$20/week)
- 8 weeks \$120 (\$15/week)
- 1 year \$520 (\$10/week)

ARTWORK REQUIREMENTS

- All artwork MUST be sized to 175 x 300 pixels or it will not be placed in the Tip Sheet
- All artwork MUST be received by noon, on the Wednesday before ad is expected to be placed
- Acceptable file formats:
 - JPG, JPEG
 - GIF
 - PNG
- All files must be under 350k in size
- All artwork should be sent to rebeccachappell@oktrucking.org

PLACEMENT

- All ads will be placed in the right column of the Tip Sheet
- Ads will be placed in the order in which they are received (ex. first order is listed on top)

PUBLICATION

- The OTA Weekly Tip Sheet is emailed & faxed to all current OTA members
 - Email list size: 370
 - Fax list size: 25

ADDITIONAL INFORMATION

- If you would like your ad image to link to a specific website in the email version of the Tip Sheet, please include that link on your ad order form
- For more detailed email reports (opens, views, clicked links) please contact the OTA Office at (405) 525-9488