

The Oklahoma Trucking Association

# Membership Directory



## WHO ARE WE?

The Oklahoma Trucking Association serves, represents and promotes the interests of the trucking industry by enhancing its image, efficiency and productivity through focus on safety and advocacy. OTA provides educational programs and promotes a healthy business environment for Oklahoma trucking businesses.

## WHY OTA?

- ♦ OTA's directory reaches **over 3,700 decision-makers in the Oklahoma trucking industry.**
- ♦ More than **11,000 for-hire and private interstate trucking companies** are based in Oklahoma.

## ABOUT THE PUBLICATION



### ***The OTA Membership Directory***

is the official publication of the Oklahoma Trucking Association. This professionally designed annual directory is a critical component of OTA's communications program and features relevant content for people directly involved in Oklahoma's trucking profession. When our members are ready to contract services and products for their programs and facilities, ***make sure they think of you first.***

## PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *The OTA Membership Directory*.



www.innovativepublishing.com

## PLEASE CONTACT

Innovative Publishing  
844.423.7272 TOLL-FREE  
888.780.2241 FAX  
advertise@innovativepublishing.com

## EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Members
11/4/21	January 2022

## NET ADVERTISING RATES

Size	1x
Premium Position*	\$1,100
Tab Page (12 positions available)	\$1,000
Full Page	\$750
1/2 Page	\$400
1/4 Page	\$200
Upgraded Listing (color logo)	\$85
Digital Media	
Website Banner (3 positions available)	\$1,200
Website Side Bar (2 positions available)	\$800
Monthly E-newsletter (2 positions available)	\$100**

All rates are for full-color advertisements.

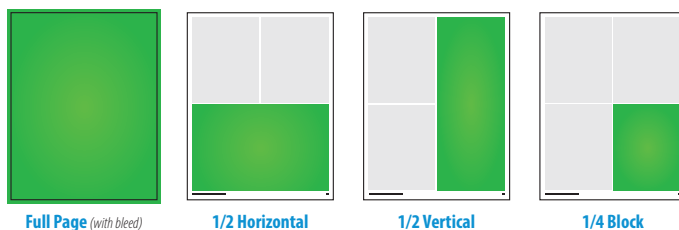
\*Premium position includes: inside front cover, inside back cover, page 3 and back cover.

\*\*Upgrade your monthly placement to an annual placement for \$800 per year

## SPECIFICATIONS

Page Size	5.75" x 8.5" (trim)
Back Cover	5.75" x 8.5"
Tab Page	5.75" x 8.5"
Full Page*	5.75" x 8.5"
1/2 Page Horizontal	4.75" x 3.625"
1/2 Page Vertical	2.375" x 7.5"
1/4 Page Block	2.375" x 3.625"
Digital Media	
Website Banner	13.33" x 1.65"
Website Side Bar	5" x 5"
E-newsletter	2.75" x 2.45"

\*Full-page ads are intended to bleed off the page; please include an additional 0.125" of bleed area on each edge. Please keep all important art and copy inset at least 0.5" from the page edge.



## DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).  
*NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.*
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com). Please upload files over 5 MB to our secure site.

## DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. All artwork creation or changes require a **\$75 surcharge.**

## PLEASE CONTACT

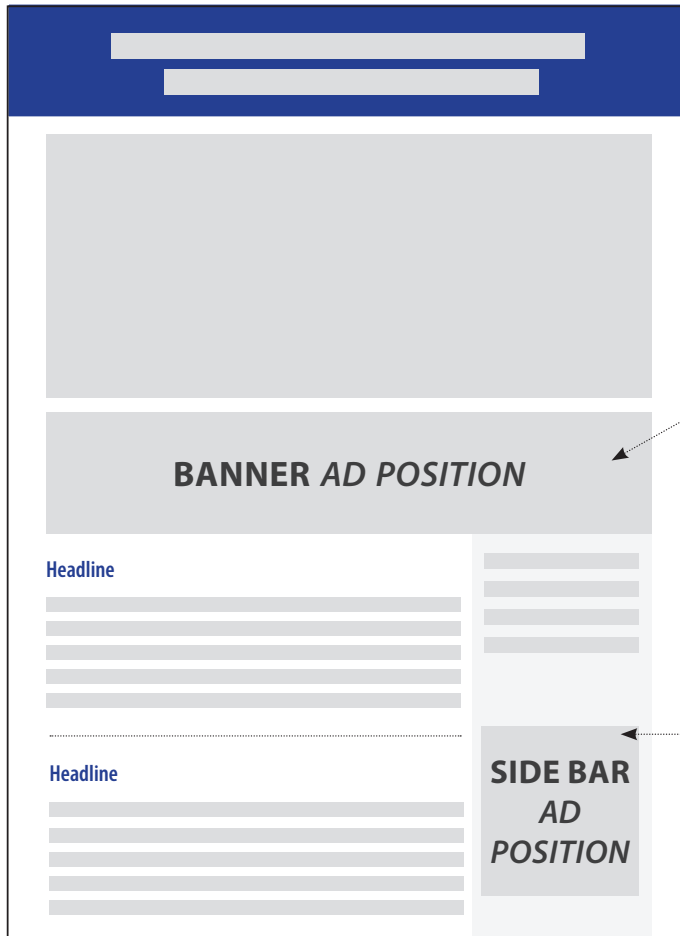
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[www.innovativepublishing.com](http://www.innovativepublishing.com)



Become a digital sponsor of the OTA today!

There are **just five advertising spaces available** — don't miss your chance to be a part of the Oklahoma Trucking Association!

**WEBSITE AD PRICE REFERENCE**



**BANNER**

Frequency	Cost
Per Year	\$1,200
DIMENSIONS: 13.33" x 1.65"	

**SIDE BAR**

Frequency	Cost
Per Year	\$800
DIMENSIONS: 5" X 5"	

**BANNER:**

**Available positions:** 3

**Specifications:** Horizontal orientation, RGB color space, 13.33" x 1.65"

**SIDE BAR:**

**Available positions:** 2

**Specifications:** Vertical orientation, RGB color space, 5" x 5"

## WHY THE WEEKLY TIP SHEET?

- *The Weekly Tip Sheet* is an electronic newsletter emailed directly to our members to keep them updated on developing industry and association news — information that is critical to their businesses.
- Now your company can be a part of bringing this vital resource to the leaders of the Oklahoma trucking industry.

There are **just two advertising spaces available** per e-newsletter — don't miss your chance to be a part of *The Weekly Tip Sheet*!

## ARTWORK DEADLINES

*The Weekly Tip Sheet* is sent to OTA members every Tuesday. Your ad materials should be submitted no later than the Tuesday before the first edition in which your ad will appear.

## E-NEWSLETTER AD PRICE REFERENCE



## E-NEWSLETTER

Frequency	Cost
Annually	\$800
Monthly	\$100

DIMENSIONS: 2.75" x 2.45"



## E-NEWSLETTER:

**Available positions:** 2

**Specifications:** Vertical orientation, RGB color space, 2.75" x 2.45"