

# | DIGITAL MARKETING

## OTA Website

The Oklahoma Trucking Association website is a major portal connecting users seeking information about the trucking industry, and our impact in Oklahoma. Advertising on our webpage ensures visibility to our diverse membership and the general public. Options include sponsorship on our main webpage and subsequent internal pages.

Over 100,000 Annual Page Views

## Weekly Tip Sheet

This weekly email includes announcements and updates affecting all of the trucking industry including OT events, upcoming programs, legislative updates, and immediate industry news. The OTA tip sheet is broadcast to all of team members and other state associations. Advertisers have prominent placement on the sidebar panel of the tip sheet.

Over 500 emailed, weekly Tuesday (Average open rate 30%, Constant Contact All Star Winner )

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## OTA Website Advertising

\$1,200 Presenting Top Banner Rotating Sponsor (3 Available)

- Full color banner ad with 5 second rotation
- Direct ad link to business website
- Duration: Annual

\$800 Interior Page Sponsor (2 Available)

- Full color ad on internal page
- Direct ad link to business website
- Duration: Annual

## Weekly Tip Sheet Advertising

\$100 Monthly Side Bar Ad

- Prominent placement of ad in tip sheet
- Direct link to company website

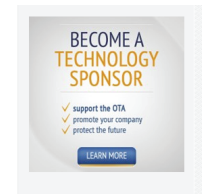
\$800 Annual Side Bar Ad Sponsor (1 Available)

- Side bar ad spot featuring your business information
- Direct link to company website

## Banner Example



## Interior Example



## Tip Sheet Example

[Events Calendar](#)

**PAID ADVERTISEMENT**

