



For maximum quality and appearance, please submit your advertisements in the following format & specification:

Directory Specifications

For Full Page Advertisements:

- 5.5 (wide) x 8.5 (high) inches in PDF format
- If possible, please include 0.25 inch bleeds and crop marks
- To ensure readability of text and logos, please allow a 0.5 inch margin on the right and left. **Any text or graphics that are too close to the edge can potentially be punctured by the binding.**
- Ensure graphics are high quality for maximum clarity and to avoid pixilation

For Half Page Advertisements:

- 5.5 (wide) x 4.25 (high) inches in PDF format
- If possible, please include 0.25 inch bleeds on all sides. Crop marks are not necessary.
- To ensure readability of text and logos, please allow a 0.5 inch margin on the right and left. **Any text or graphics that are too close to the edge can potentially be punctured by the binding.**
- Ensure graphics are high quality for maximum clarity and to avoid pixilation

For Cover Advertisements:

- 5.5 (wide) x 8.5 (high) inches in PDF format
- If possible, please include 0.25 inch bleeds and crop marks
- To ensure readability of text and logos, please allow a 0.5 inch margin on the right and left. **Any text or graphics that are too close to the edge can potentially be punctured by the binding.**
- Ensure graphics are high quality for maximum clarity and to avoid pixilation



Website Banner Specifications

- 629 x 126 pixels in JPEG or GIF format
- Ensure graphics are high quality for maximum clarity and to avoid pixilation
- Along with the image, please send the URL for the landing page when submitting artwork

Submitting artwork in the above formats will ensure maximum appearance.

If you have any questions, are unable to meet preferred specifications, or are unsure how, please email questions to mota@motrucking.org or call the MoTA office at (573) 634-3388.