



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:

- 6 (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

## Missouri Memo Bulletin Specifications

### For Full Page Advertisements:

- 8.5 (wide) x 11 (high) inches in PDF format
- Ensure graphics are high quality for maximum clarity and to avoid pixilation

### For Small 3.5 x 5 Advertisements:

- 3.5 (wide) x 5 (high) inches in PDF format
- 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](mailto:mota@motrucking.org) or call the MoTA office at (573) 634-3388.*