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## Advertising Opportunities

- ❖ **Missouri Memo Newsletter:** Emailed to approximately 1,290 MoTA members monthly. A full page (8 ½ x 11) color ad will be included with the newsletter and a short introduction article is included on the front page of the Memo recognizing the vendor. Advertising limited to MoTA members and only 1 sponsor per month. Full page ads only.

**Price - \$850 per month**

- ❖ **Missouri Trucking Association Website Banner:** MoTA members can advertise their products/ services on the Missouri Trucking Association website. Banner Advertisement is 629 x 126 pixels in either JPEG or GIF format provided by the company, along with URL to the company website landing page. Viewer moving from page to page within the site prompts advancement to the next ad. The more the viewer moves around in the site the more ads will be seen. Limited advertising spots available during the same period.

**Price - 3 months - \$400 6 months - \$600**

- ❖ **Missouri Trucking Association Membership Directory:** The directory is published annually (February/March) with over 1,000 copies mailed to MoTA members. Advertising opportunities are unlimited beginning with the back and inside covers, tab section dividers, and color or black & white pages throughout the directory. Ads may be purchased any time throughout the year for the next publication by MoTA members.

**Price - Back Cover - \$ 3,000.00**

**Inside Front Cover - \$ 2,500.00**

**Inside Back Cover - \$ 2,500.00**

**1/2 Page Ads - B/W \$600.00 Color \$ 700.00**

**Full Page Ads - B/W \$800.00 Color \$ 1000.00**

**Tab Sheet Ad – Full Color Page - \$ 1,500.00**

### Advertising Packages

**Missouri Memo Newsletter** – 3 months - your selection of available months  
\$2,550 value for \$2,200

**Missouri Memo & Website Banner Ads** – 1 newsletter publication and 6 month web ad  
\$1,450 value for \$1,200

**Missouri Memo Newsletter, Web Banner & Membership Directory Ad** –  
1 newsletter publication, 6 month web banner ad and membership directory ad full color page  
\$2,950 value for \$2,500

For more information, contact:  
Missouri Trucking Association  
Phone (573) 634-3388 • mota@motrucking.org