

# Trucking News - SDTA's Monthly Publication

## 2023 Advertising Contract & Rates

### Circulation:

Over 600 monthly subscribers including: all South Dakota Trucking Association member companies, associate member companies, advertisers and persons associated with the trucking industry in South Dakota and neighboring states.

### Mechanical Requirements:

Page size is 8-1/2 x 11 inches, printable area is 7-1/2 x 10 inches. Publication is printed on 60# white offset paper.

### Ad Specifications:

Ads will be accepted by email.

- Print Quality: Acrobat File (PDF), Jpeg, Tiff or EPS
- Minimum of 300 dpi. @ 100% of the size.
- Design services available at a rate of \$35.00 per hour

### Ad Deadline, Changes and Cancellations:

Ads are due on the first Friday of every month. No cancellations can be made after the first Friday of each month. If changed, additional fees will be charged to the advertiser.

## Ad Rates

*\*All prices shown are at a per month rate.*

AD SIZE	1 MONTH		4 MONTH		6 MONTH		12 MONTH	
	B&W	FULL COLOR	B&W	FULL COLOR	B&W	FULL COLOR	B&W	FULL COLOR
Business Card (2-1/2 x 3)	\$85.00	\$155.00	\$75.00	\$145.00	\$65.00	\$135.00	\$55.00	\$125.00
Quarter Page (3-1/2 x 5)	\$105.00	\$175.00	\$95.00	\$165.00	\$85.00	\$155.00	\$75.00	\$145.00
Half Page (3-1/4 x 10 or 7-1/2 x 5)	\$125.00	\$195.00	\$115.00	\$185.00	\$105.00	\$175.00	\$95.00	\$165.00
Full Page (7-1/2 x 10)	\$145.00	\$215.00	\$135.00	\$205.00	\$125.00	\$195.00	\$115.00	\$185.00

Please Run Same Ad as Last Year

## Contract for the "South Dakota Trucking News" Publication

*(Contract valid from January 1, 2023 through December 31, 2023)*

Contact: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Ad Size: \_\_\_\_\_ Number of Months: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_  Bill Us  Check Enclosed

PLEASE CHARGE TO THIS CREDIT CARD:  Discover  MasterCard  Visa  Am. Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Printed Name of Card Holder: \_\_\_\_\_ CCV# \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

### Please return to:

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 Phone: (605) 334-8871 • Fax: (605) 334-1938  
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