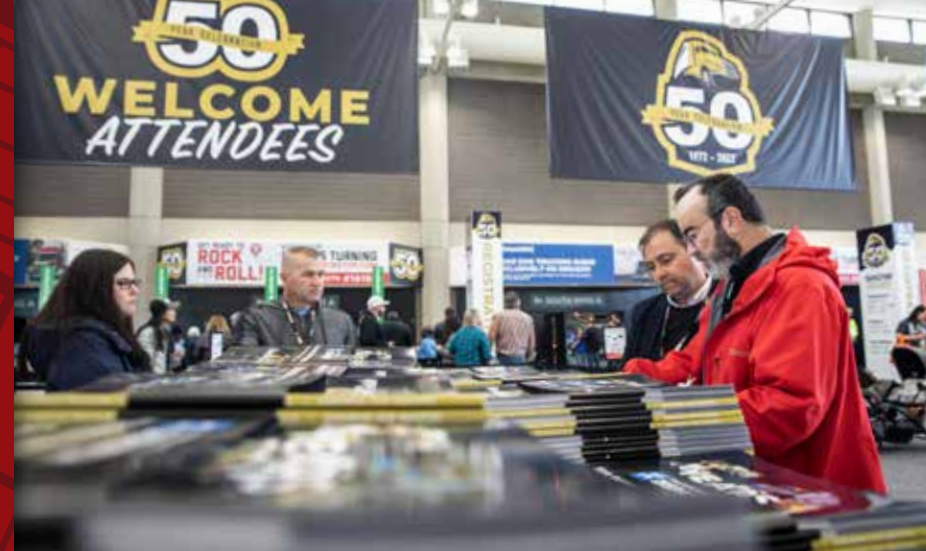




# DIRECTORY ADVERTISING GUIDE

MATS 2024

MARCH 21 – 23, 2024  
KENTUCKY EXPOSITION CENTER



# OUR AUDIENCE

**70.2%**

DO NOT ATTEND ANY OTHER  
INDUSTRY SHOWS

**58,000+**  
**ATTENDEES**

FROM 50 STATES & 55 COUNTRIES

**860+**  
**EXHIBITORS**

FROM 43 STATES & 11 COUNTRIES

**79.9%**

MAKE OR INFLUENCE  
PURCHASING DECISIONS

Fleet Owners / Executives  
Fleet Operations / Safety  
Fleet Admins / Purchasing  
Fleet Maintenance Manager  
Dealers / Distributors

Owner-Operators  
Company Drivers  
Manufacturer / Supplier  
Mechanics / Technicians  
Students / Instructors

“ THERE IS SUCH A GREAT CROSS SECTION OF PEOPLE AT MATS IT FEELS LIKE EVERYBODY IN THE INDUSTRY IS HERE. ”

C.H. Robinson – Cody Griggs, Senior Product Manager

# DISTRIBUTION & REACH

The MATS Directory and Buyer's Guide is distributed in a print and digital format to reach more than 100,000 trucking professionals at all stages of the buying process.

**BEFORE MATS** the digital edition is distributed through email newsletters, posted to the **MATS event website**, and circulated through **social media**.

**DURING MATS** **35,000 print copies** of the Directory are handed to attendees as they pick up their show badge.

**AFTER MATS** the **digital edition** will be accessible through all available digital channels. **Logo Enhanced Listings and Map Logos** will continue to appear within the the website exhibitor search and Floor plan.



PRINT

**35,000**  
**READERS**



WEB

**500,000+**  
**VISITORS**



EMAIL

**100,000+**  
**SUBSCRIBERS**



SOCIAL

**110,000+**  
**FOLLOWERS**

The digital directory is available on all mobile devices, [www.truckingshow.com/digital-directory](http://www.truckingshow.com/digital-directory)

# COMBINE TO INCREASE REACH & SAVE

Purchase a full page ad and receive the following free added-value from the enhanced exhibitor profile packages.

## FULL PAGE DIRECTORY AD



Digital Directory Ad



Print Directory Ad



Enhanced Exhibitor Listing w/ Ad Page



**\$2200 VALUE**

## DELUXE PROFILE PACKAGE



Website URL



Floor Plan Map Logo



Logo Enhanced Listing



**\$650 VALUE**

+

=

TOTAL COST

**\$2200**

~~\$2850~~

**BEST VALUE**

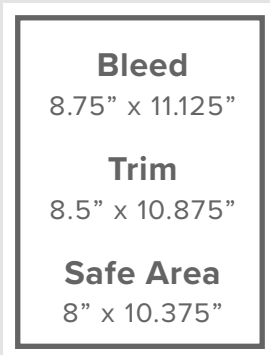


Follow the link to learn more about Exhibitor Profile Packages, [www.truckingshow.com/profile-packages](http://www.truckingshow.com/profile-packages)

# RATES & SPECIFICATIONS

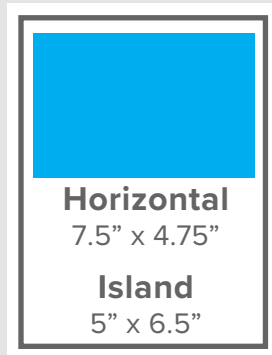
## FULL PAGE

\$2,200



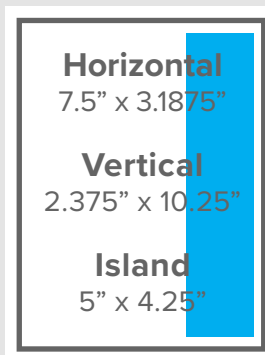
## 1/2 PAGE

\$1,600



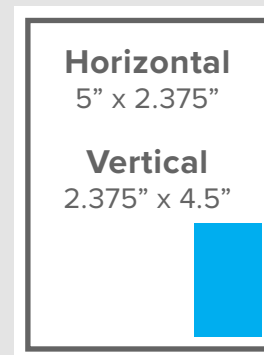
## 1/3 PAGE

\$1,200



## 1/6 PAGE

\$700



## PREMIUM POSITIONS

Back Cover	\$5,200
Map Pages	\$2,800
Inside Front or Inside Back Cover	\$2,800
Adjacent to Editorial Page	\$2,600
First Twenty pages (Full page)	\$2,600
Adjacent to Company Listing	+ 15%

### ↑ Includes:

- Logo Enhanced Listing
- Floor Plan Map Logo \*

## ADDITIONAL OPPORTUNITIES:

LOGO ENHANCED LISTING & FLOOR PLAN MAP LOGO PACKAGE **\$525**

LOGO PACKAGE DETAILS HERE, [www.truckingshow.com/profile-packages](http://www.truckingshow.com/profile-packages)

## FILE SPECIFICATIONS

### Preferred File Format:

PDF  
Without Crop Marks

### Photos & Graphics Must Be:

High-Resolution (300 dpi)  
CMYK color

### Upload Ads Files To:

<https://truckingshow.com/upload>

### Other Accepted File Formats:

JPEG or TIFF

## DEADLINES

**SPACE CLOSING:** Wednesday, February 14, 2024

**MATERIALS CLOSING:** Wednesday, February 21, 2024



# RESERVE YOUR AD SPACE TODAY

Please find an insertion order on the next page. The insertion order will function as your reservation and contract.



**QUESTIONS?  
CONTACT**



Adam Weckman

502.702.2004

[adam.weckman@truckingshow.com](mailto:adam.weckman@truckingshow.com)



# DIRECTORY ADVERTISING INSERTION ORDER

To reserve advertising space in the 2024 Mid-America Trucking Show Directory & Buyer's Guide, complete this form, and submit the form to Adam Weckman, [adam.weckman@truckingshow.com](mailto:adam.weckman@truckingshow.com).

### ADVERTISER INFO: (Ad Company name will be listed in ad index)

### BILL TO: Advertiser Agency

Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Contact: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Company: \_\_\_\_\_  
PO#: \_\_\_\_\_  
Billing Contact: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone/Email: \_\_\_\_\_

*The individual signing this contract is an authorized representative of the company with the full power and authority to sign and deliver a contract, which includes authorizing payment and commitment to the Mid-America Trucking Show Directory.*

Authorized by (signature) :

**ADDED-VALUE PACKAGE:** Combine advertising space with high visibility branding opportunities and reach more industry professionals for less.

**Premium Branding Package \$2,200\***

Includes:

Full page ad in the MATS Directory (\*standard position)

Free Logo Enhanced Listing and Floor Plan Logo as part of the exhibitor Deluxe Profile Package (\$650 value). Package details here, [www.truckingshow.com/profile-packages](http://www.truckingshow.com/profile-packages)

### ADVERTISEMENT DETAILS:

Indicate Ad Size:  Full Page  1/2 Page  1/3 Page  1/6 Page \$ \_\_\_\_\_

Indicate Ad orientation:  Horizontal  Vertical  Island

Premium Position:  Back Cover\*  Map Pages\*  Inside Front Cover\*  Inside Back Cover\*

(\* full page only)

First Twenty pages\*  Adjacent to Editorial\*  Adjacent to Listing \$ \_\_\_\_\_

Other

**TOTAL COST:** \$ \_\_\_\_\_

**EMAIL OR FAX INSERTION ORDERS TO:**  
Adam Weckman | Director of Advertising  
Direct Phone: 502.702.2004

Email: [adam.weckman@truckingshow.com](mailto:adam.weckman@truckingshow.com)  
Fax: 502.702.2050

**DATE SUBMITTED:**

## AD MATERIALS WILL BE DUE BY FEBRUARY 21, 2024

**INVOICES WILL BE ISSUED WITH A NET 30 PAYMENT SCHEDULE**

- Non exhibiting and new exhibiting companies will be required to pay in full before the materials closing date.
- This order constitutes a contractual agreement and advertiser is bound by all terms and conditions listed on our website at, [www.truckingshow.com/adtermsandconditions](http://www.truckingshow.com/adtermsandconditions).