







MARCH 26 - 28, 2026
KENTUCKY EXPOSITION CENTER

# **OUR AUDIENCE**

**65%** of MATS attendees do not visit any other tradeshows

54,000+ ATTENDEES

FROM 50 STATES & 72 COUNTRIES

850+ EXHIBITORS

FROM 44 STATES & 19 COUNTRIES

**READER BY BUSINESS TITLE** 

89%

of MATS Attendees have buying authority

- ✓ Fleet Owners / Executives
- ✓ Fleet Operations / Safety
- ✓ Fleet Admins / Purchasing
- Fleet Maintenance Managers
- ✓ Owner-Operators

- Brokers
- Company Drivers
- Manufacturers / Suppliers
- Mechanics / Technicians
- Dealers / Distributors

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

# DISTRIBUTION & REACH

The MATS Directory and Buyer's Guide is distributed in both print and digital format to reach more than 150,000 trucking professionals at all stages of the buying process.

**BEFORE MATS** 

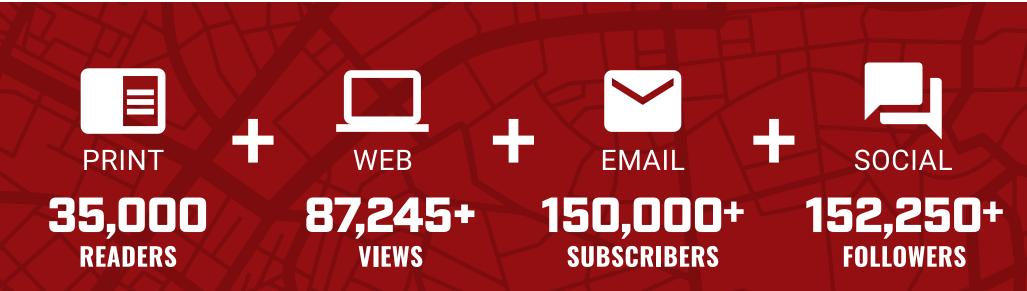
the digital edition is distributed through email newsletters, posted to the **MATS event** website, and circulated through social media.

**DURING MATS** 

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

**AFTER MATS** 

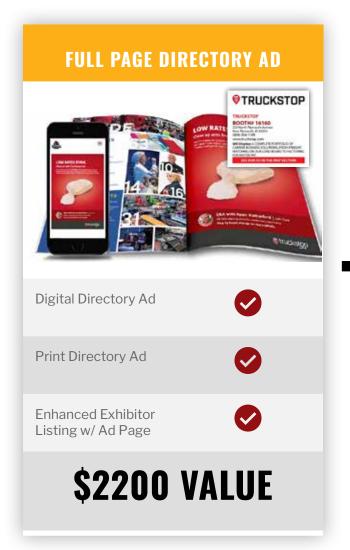
the **digital edition** will be accessible through all available digital channels. **Logo Enhanced Listings and Map Logos** will continue to appear on the floorplan and exhibitor search function on the website.

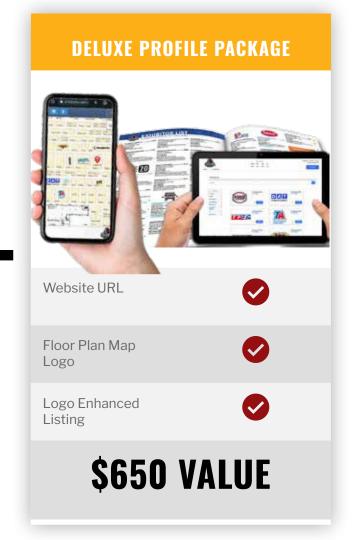


The digital directory is available on all mobile devices, www.truckingshow.com/digitaldirectory

# COMBINE TO INCREASE REACH & SAVE

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









# RATES & SPECIFICATIONS

#### **FULL PAGE**

\$2,200

#### **Bleed**

8.75" x 11.125"

#### Trim

8.5" x 10.875"

#### Safe Area

8" x 10.375"

#### **↑** Includes:

- Logo Enhanced Listing
- Floor Plan Map Logo \*

#### **1/2 PAGE**

\$1,600



**Horizontal** 7.5" × 4.75"

**Island** 5" x 6.5"

#### **1/3 PAGE**

\$1,200

Horizontal 7.5" x 3.1875"

Vertical

2.375" × 10<mark>.25"</mark>

5" x 4.2<mark>5"</mark>

### **1/6 PAGE**

\$700

### Horizontal

5" x 2.375"

Vertical

2.375" x 4.5"

#### PREMIUM POSITIONS

Back Cover	\$5,500
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%

#### **ADDITIONAL OPPORTUNITIES:**

LOGO ENHANCED LISTING & FLOOR PLAN MAP LOGO PACKAGE \$650

LOGO PACKAGE DETAILS HERE, www.truckingshow.com/profile-packages

#### **FILE SPECIFICATIONS**

#### **Preferred File Format:**

PDF without crop marks

#### Other Accepted File Formats:

JPEG or TIFF

#### **Photos & Graphics Must Be:**

High-Resolution (300 dpi) CMYK color

#### **Upload Ad Files To:**

https://truckingshow.com/upload

### **DEADLINES**

**SPACE CLOSING:** Wednesday, February 18, 2026

MATERIALS CLOSING: Wednesday, February 25, 2026

# 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



## **DIRECTORY ADVERTISING INSERTION ORDER**

To reserve advertising space in the 2026 Mid-America Trucking Show Directory & Buyer's Guide, complete this form, and submit the form to Adam Weckman, <a href="mailto:adam.weckman@truckingshow.com">adam.weckman@truckingshow.com</a>.

ADVERTISER INFO: (Ad Company name will be	e listed in ad index) BILL TO: Advertiser Agency	
Company:	Company:	
Address:	PO#:	
City:	Billing Contact:	
State/Province: Zip:	_Country: Address:	
Contact:	City:	
Phone:	State/Province:Zip:Country:	
E-mail:	Phone/Email:	
	horized representative of the company with the full power and authority to sign and prizing payment and commitment to the Mid-America Trucking Show Directory.	
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		
ADVERTISEMENT DETAILS:		
Indicate Ad Size: Full Page 1/2	Page	
Indicate Ad orientation: Horizontal	☐ Vertical ☐ Island	
Premium Position: Back Cover* Ma	ap Pages* Inside Front Cover* Inside Back Cover*	
(* full page only) First Twenty pages* Adjacent to Editorial* Adjacent to Listing \$		
☐ Other list other p	position here	
	TOTAL COST: \$	
EMAIL OR FAX INSERTION ORDERS TO: Adam Weckman   Director of Advertising Direct Phone: 502.702.2004	Email: adam.weckman@truckingshow.com Fax: 502.702.2050  DATE SUBMITTED:	

## **AD MATERIALS WILL BE DUE BY FEBRUARY 25, 2026**

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