



DIRECTORY

ADVERTISING GUIDE

MATS 2026

MARCH 26 - 28, 2026
KENTUCKY EXPOSITION CENTER

OUR AUDIENCE

65%

of MATS attendees do not visit any other tradeshows

89%

of MATS Attendees have buying authority

54,000+

ATTENDEES

FROM 50 STATES & 72 COUNTRIES

850+

EXHIBITORS

FROM 44 STATES & 19 COUNTRIES

READER BY BUSINESS TITLE

- ✓ Fleet Owners / Executives
- ✓ Fleet Operations / Safety
- ✓ Fleet Admins / Purchasing
- ✓ Fleet Maintenance Managers
- ✓ Owner-Operators
- ✓ Brokers
- ✓ Company Drivers
- ✓ Manufacturers / Suppliers
- ✓ Mechanics / Technicians
- ✓ Dealers / Distributors

“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 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.



PRINT

35,000
READERS



WEB

87,245+
VIEWS



EMAIL

150,000+
SUBSCRIBERS



SOCIAL

152,250+
FOLLOWERS

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.

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

RATES & SPECIFICATIONS

FULL PAGE

\$2,200

Bleed 8.75" x 11.125"
Trim 8.5" x 10.875"
Safe Area 8" x 10.375"

1/2 PAGE

\$1,600

Horizontal 7.5" x 4.75"
Island 5" x 6.5"

1/3 PAGE

\$1,200

Horizontal 7.5" x 3.1875"
Vertical 2.375" x 10.25"
Island 5" x 4.25"

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%

↑ Includes:

- Logo Enhanced Listing
- Floor Plan Map Logo *

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, adam.weckman@truckingshow.com.

ADVERTISER INFO: (Ad Company name will be listed in ad index)	BILL TO: <input type="radio"/> Advertiser <input type="radio"/> 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

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
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

- 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.