

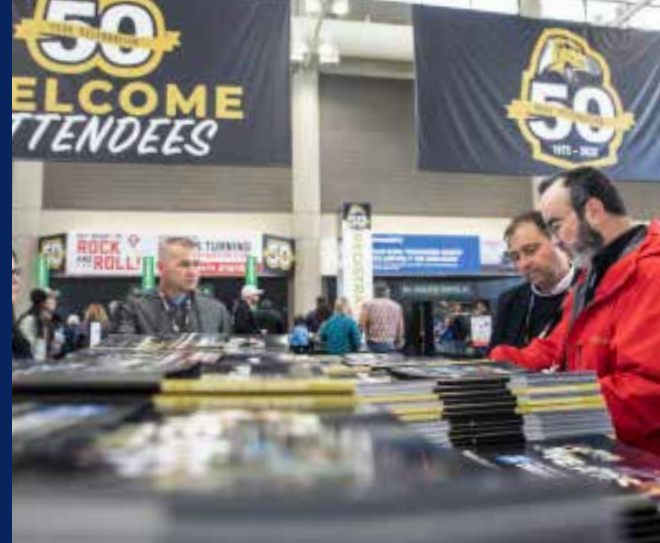


# DIRECTORY ADVERTISING GUIDE



*The Road To Success*

MARCH 30 - APRIL 1, 2023  
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 will continue to appear within the exhibitor search.



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/digitaldirectory](http://www.truckingshow.com/digitaldirectory)

# COMBINE TO INCREASE REACH & SAVE

Purchase a full page ad and receive the following added-value benefits of digital and print advertising in multiple sections of the official MATS Website, Show Directory, and Official event app.

## FULL PAGE ADVERTISEMENT +

Cost: \$2,200

## LOGO ENHANCED LISTING +

Includes:

- ✓ Logo in Exhibitor Search
- ✓ Logo in MATS Show Directory
- ✓ Logo in MATS app

**FREE with Full Page (\$250 value)**

## FLOOR PLAN LOGO

Includes:

- ✓ Logo Directory MAP
- ✓ Logo "YOU ARE HERE" MAP
- ✓ Logo on MATS APP MAP

\* Booth size MUST be 400 nsf or larger

**FREE with Full Page (\$300 value)**

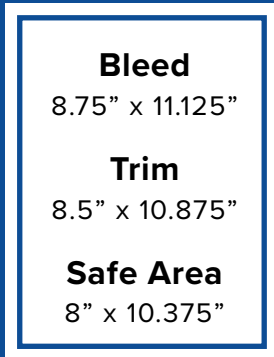


The digital directory is available on all mobile devices, [www.truckingshow.com/digitaldirectory](http://www.truckingshow.com/digitaldirectory)

# RATES & SPECIFICATIONS

## FULL PAGE

\$2,200



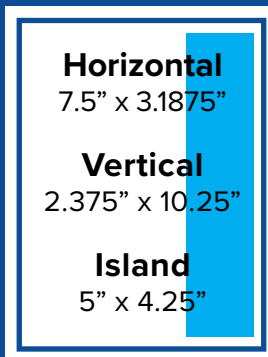
## 1/2 PAGE

\$1,600



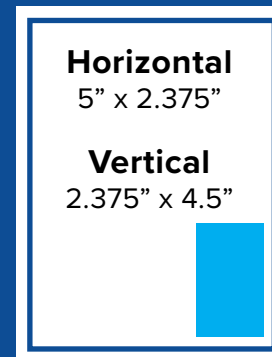
## 1/3 PAGE

\$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 **\$250** / FLOOR PLAN MAP LOGO **\$300**

## 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 22, 2023

**MATERIALS CLOSING:** Wednesday, March 1, 2023

# RESERVE YOUR 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 2023 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:

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: \_\_\_\_\_

*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 in Directory & in MATS website Exhibitor Search (\$250 value)

Free map logo in Directory & on MATS website.

\* Booth size MUST be 400 sq.ft. or larger (\$300 value)

## 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 MARCH 1, 2023

## 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).