

2019

DIRECTORY ADVERTISING GUIDE

MARCH 28 – 30, 2019 | LOUISVILLE, KENTUCKY



www.TRUCKINGSHOW.com



OUR AUDIENCE

The Mid-America Trucking Show is the premier heavy-duty trucking industry event in North America. MATS attendees and exhibits are influential industry leaders and decision makers who purchase, recommend, and distribute products and services the world over. The MATS Directory & Buyer's Guide is the official publication for the event containing purchasing information for industry leading products along with show details, making it an essential resource for industry professionals at MATS and throughout the year.

90.9% of attendees indicated that MATS informs their purchasing decisions

73.5% of attendees use the Directory and Buyer's Guide to plan their time at MATS

80.5% of attendees rely on the directory map to navigate the show and find exhibitors

THE ENTIRE TRUCKING INDUSTRY

70,000+ Attendees

1,000+ Exhibitors

Attendees by Job Title

| | | | |
|---------------------------|--------------|-------------------------|---------------|
| Fleet Owners / Executives | 6,838 | Owner-Operators | 16,074 |
| Fleet Operations / Safety | 1,949 | Manufacturer / Supplier | 4,002 |
| Fleet Admins / Purchasing | 1,895 | Mechanics / Technicians | 2,939 |
| Fleet Maintenance Manager | 1,546 | Dealers / Distributors | 1,472 |
| Company Drivers | 9,539 | Students / Instructors | 1,247 |



MATS is an all-encompassing industry show. Here, at this event, you're going to see industry execs, fleets, OEM's, aftermarket customers, distributors, sales reps, end users, and the press. So you're going to get all aspects of the industry all in one location.

*Mark Assenmacher
Peterson Manufacturing*

MATS attendees are responsible for more than **400,000 power units**





DISTRIBUTION & REACH

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

Before MATS the digital edition of the Directory is distributed through attendee email newsletters, posted to the [MATS event website](#), circulated through [social media](#), and MATS media partner channels. In addition the Logo Enhanced Listings will appear within the [exhibitor search](#), and the Product Showcase Listing will be hosted on a [special page](#) of the MATS website.

During MATS the print edition of the Directory attendees are handed a printed copy as they pick up their requisite admission 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, and the Product Showcase Listing will be hosted on the event website, and the print edition is retained, or passed along to a colleague, for an average of 5.25 months after MATS.

MATS DIRECTORY & BUYER'S GUIDE REACHES TRUCKING PROFESSIONALS FROM ALL 50 STATES AND 61 COUNTRIES WORLDWIDE.



PRINT

35,000+
READERS



WEB

500,000+
ANNUAL VISITORS



EMAIL

78,000+
SUBSCRIBERS



SOCIAL

105,000+
FACEBOOK FOLLOWERS



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

COMBINE TO SAVE AND REACH MORE ATTENDEES

Purchase a 1/2 page or larger Directory Advertisement and receive some, or all, of the following as free added-value benefits that will extend your message/brand into high visibility areas of the MATS Directory, Website, Event App, and On-site Registration Lobbies.

Directory Advertising

Includes:

- ✓ Advertisement in the print and digital editions of the MATS Directory & Buyer's Guide

\$1,600 minimum commitment



Logo Enhanced Listing

Includes:

- ✓ Logo in the Exhibitor Search on MATS website
- ✓ Logo in the MATS Show Directory (print & Digital)
- ✓ Logo in the Exhibitor Search on MATS app

Free with a Full Page (\$300 value)



Product Showcase Listing

Includes:

- ✓ Listing in the MATS Show Directory (print & Digital)
- ✓ Listing in a special section of the MATS website

Free with a 1/2 page or larger (\$400)



Floor Plan Map Logo

Includes:

- ✓ Logo on the MATS Directory Map (print & Digital)
- ✓ Logo on the "You Are Here" maps at MATS
- ✓ Logo on the map in the MATS app

* Booth size MUST be 400 nsf or larger

Free with a Full Page (\$350 value)



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
- Plan Plan Map Logo *
- Showcase Listing

1/2 PAGE

\$1,600

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

↑ Includes:

- Showcase Listing

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 | \$5,200 |
| 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% |

QUESTIONS?

Circulation

Advertising rates

File preparation

Added-value opportunities

Contact



Adam Weckman

502.899.3893

adam.weckman@truckingshow.com

ADDITIONAL OPPORTUNITIES: LOGO ENHANCED LISTING **\$300** / FLOOR PLAN MAP LOGO **\$350** / PRODUCT SHOWCASE LISTING **\$400**

FILE SPECIFICATIONS

Preferred File Format:

PDF
Without Crop Marks

Photos & Graphics Must Be:

High-Resolution (300 dpi)
CMYK color

Upload Ads To Our FTP:

Host: incomingads.truckingshow.com
USERNAME: MATSAdvertiser
PASSWORD: 2019MATS
PORT: 21
FOLDER: /IncomingAds/DirectoryAds

Other Accepted File Formats:

JPEG or TIFF

DEADLINES

SPACE CLOSING: Wednesday, February 27th, 2019

MATERIALS CLOSING: Wednesday, March 5th, 2019

**ORDER FORM ON
THE NEXT PAGE**



DIRECTORY ADVERTISING INSERTION ORDER

To reserve advertising space in the 2019 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: _____
Address: _____
City: _____
State/Province: _____ Zip: _____ Country: _____
Contact: _____
Phone: _____
E-mail: _____

Company: _____
PO#: _____
Address: _____
City: _____
State/Province: _____ Zip: _____ Country: _____
Phone: _____
E-mail: _____

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

Showcase Package \$1,600*

Includes:

- ✓ 1/2 page ad in the MATS Directory (*standard position)
- ✓ One free Product Showcase listing (\$400 value)

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 (\$300 value)
- ✓ One free Product Showcase listing (\$400 value)

Learn more about logo branding opportunities at www.truckingshow.com/advertising-logo

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 \$ _____

TOTAL COST: \$ _____

EMAIL OR FAX INSERTION ORDERS TO:
Adam Weckman | Director of Advertising
502.899.3892

Email: adam.weckman@truckingshow.com
Fax: 502.899.3952

AD MATERIALS WILL BE DUE BY MARCH 5, 2019

INVOICES WILL BE ISSUED AFTER THE SHOW 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.