



To: Potential Advertisers

Re: Advertising in “Truck Talk Express”

Thank you for your interest in advertising in “Truck Talk Express”. This information gives options for advertising in our e-publication. The circulation for “Truck Talk Express” is approximately **1,400 industry professionals**. This includes all company contacts in our membership and other association affiliates who have an email address.

There are two options to advertise:

1. Full page Ad \$250/issue:

- All Ads should be emailed in a JPG image. 600 pixels by 850 pixels
- File Limit Size for any advertisement needs to be 1MB or LESS
- Please include web link

2. Publication sponsor banner Ad \$300/issue:

- All banners should be emailed in a JPG image. 600 pixels by 200 pixels
- File Limit Size for any advertisement needs to be 1MB or LESS
- Please include weblink

Members Only: If you have only a few lines of text information, it will be included in the main document at no charge, if there is room.

If you are interested in advertising, please fill out the enclosed form and send with payment to:

Wisconsin Motor Carriers Association
P.O. Box 44849
Madison, WI 53744-4849
Phone: (608) 833-8200 / Fax: (608) 833-2875

Email all ads and any questions to: Maddie Minik (mminik@witruck.org) Phone ext. 140

If you wish your ad to be in a certain issue, i.e. with convention information or with seminar information, please indicate on the form.

I would like to place a full-page ad in the Truck Talk Express e-publication for \$250.

I would like to have a banner ad on the front page email of the Truck Talk Express for \$300.

I would like to have some text information included in the next available edition of Truck Talk Express for no charge as I am a Wisconsin Motor Carriers Association member.

Payment options:

Check Enclosed Credit Card

Card # _____ Exp. Date _____

Contact Name: _____

Company: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____ Email: _____

Wisconsin Motor Carriers Association reserves the right to withhold from the publication any ad it feels is inappropriate. If you have any questions, please contact: Maddie Minik (608) 833-8200 x140 Email: mminik@witruck.org

If enclosing check please send to:

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Madison, WI 53744-4849**