



2023 – 2024 MEDIA KIT



ABOUT WSTA

The Western States Trucking Association (WSTA) is the oldest independent nonprofit trucking association in the United States, originally founded in 1941 as the California Dump Truck Owners Association.

Over the years WSTA has grown to include owner-operators and motor carriers engaged in virtually every mode of trucking. While the association still maintains a subdivision focused on construction trucking (California Construction Trucking Alliance) we also have other subdivisions appealing to the unique operations of our members. Those subdivisions include; the California Concrete Pumpers Alliance, West State Alliance – The Voice of the Port of Oakland Trucker, and Heavy-Haul Conference.

Our diverse membership is now engaged in the following trucking activities:

Construction • General Freight Both Intrastate and Interstate • Hazardous Materials Agricultural • Auto Transport • Cross-Border (International) • Intermodal • Logging Hazardous Materials • Cattle • Household Goods • Brokerage

The WSTA is the only regionally based trucking trade association in the West with members located in all eleven western states. Our members are highly focused on regionally unique transportation issues and depend upon us to keep them updated and informed, which we accomplish with both print and electronic media.

AFFILIATION BENEFITS

- New affiliate members are introduced one-time with a free 1/4 page advertisement in the magazine section
- All affiliates are placed into the magazine affiliates directory
- All affiliates are listed online at the association website (www.westrk.org) with company logo (hyperlinked to your website), contact information, website URL
- All affiliates receive a 25% discount on published advertising rates in Western Transportation News and a 30% discount on 1/8 business card sized ads
- Permission to use WSTA logo in/on your advertising, business cards, mailings, place of business, etc.
- Design assistance for ads to run in our magazine – WSTA's advertising and marketing service possesses the experience, expertise, creativity and design tools needed to meet all your marketing and advertising needs

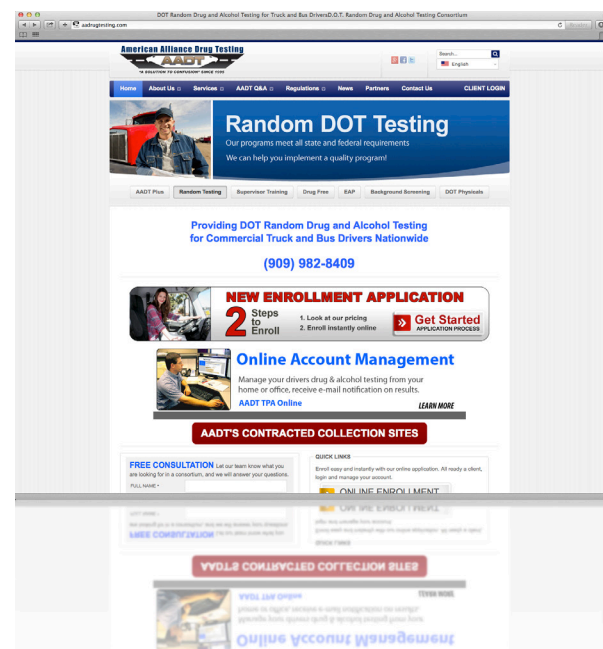
MARKETING REACH

The Western States Trucking Association has an active membership of 800 trucking companies consisting of one-truck owner-operators to fleets of more than 350 trucks. The total number of commercial motor vehicles operated by both members and affiliated carriers exceeds 20,000 trucks.

CIRCULATION PROFILE – WESTERN TRANSPORTATION NEWS MAGAZINE

Western Transportation News Magazine is now published four times each year.

- Each issue is mailed and drop shipped to 800 owner-operators, motor carriers, and trucking brokers
- WTN focuses on highlighting individual members and providing association news and announcements, as well as updates on changing laws and regulations.
- The magazine features a Spanish language section to highlight some of the most important news.
- Each issue is also published online at <https://westrk.org/wtn>, and articles are often featured/linked in our weekly electronic newsletter



ADVERTISING SPECS & RATES – WESTERN TRANSPORTATION NEWS

PRINT MEDIA – PUBLISHED FOUR TIMES ANNUALLY

BOOK, DIGITAL & AD SPECS

- Book/Trim size – 8 1/2" x 11"
- Ad Size Specifications – (See MECHANICAL Size Layout)
- Digital Image Size – 300 dpi or Higher, CMYK
- Digital Image Type – TIFF, PNG, JPG, PDF, PSD, EPS
- For Bleeds – Add 1/4" or 1/8" outside the book size
- Publishing Files – PDF (preferred for complete layouts), Adobe InDesign, Adobe Photoshop, Adobe Illustrator, MS Word

TERMS

Non-Affiliated advertisers are required to pre-pay, unless other arrangements are settled. Affiliate payment is due within 30 days from date of Invoice/Statement. Any Invoices/Statements not paid within 30 days are subject to 12% APR late charge.

CLASSIFIED SECTION TERMS

*Members receive up to three lines of type for FREE. The rate for affiliates and non-members is \$20 for three lines. Affiliate advertisements for company products or services will not be placed in the classified section. Additional lines are \$10 each. All classified ads are placed for one issue. Deadlines are on the 25th of the first month of each quarter. Non-Members must pay in advance for placement.

ORDERING INSTRUCTIONS

1. Clearly draw your ad as you would like to see it.
2. Provide any artwork, images or fonts that will be inserted in your ad. All artwork or images should be as clean as possible.
3. Specify the ad size, number of insertions, and the issue(s) in which the ad is to start.
4. E-mail all pictures, artwork, placed fonts that will be used.
5. Fax or email a copy of your advertising contract, following up with a phone call to WSTA.

Note: Any media sent will not be returned.

CLOSING DATES

- Submission – 25th of the first month of each quarter.
- Published – Approximately the last week of the second month of each quarter.
- Mailed Quarterly – 2nd Class within 7 days of publishing date.

We reserve the right not to place ads that may mislead or are considered offensive or inconsistent with our policies. If you are an affiliate and would like to know how to advertise, call us and ask for a Media Kit or download from our website at Westrk.org.

STANDARD INSERTION RATES: Affiliate & Member Rates – **Subtract 25%** • Agency Rates – **Add 15%**
WTN is published 4 times a year and is available in print and online

4 - COLOR AD RATES

Ad Size	1 issue	2 issues	4 issues
Full	\$810	\$800	\$710
2/3.....	\$750	\$740	\$640
1/2.....	\$700	\$680	\$570
1/3.....	\$640	\$600	\$510
1/4.....	\$595	\$585	\$495



CLASSIFIED LISTINGS: *Free Classified text ads to Members • 3 lines or less, 1 issue in WTN Non-Members/Affiliates – \$25 • Additional lines \$10

CLASSIFIED SECTION AD PLACEMENT: 1/8 Business Card Display Ad (1 issue): Members – \$40 • Non-Members & Affiliates – \$80
2x Business Card Display Ad (3.5 x 4, 2 issues): Members – \$70 • Non-Members & Affiliates – \$140

COVERS or CENTERFOLD AD PLACEMENT (Per Insertion): Front Cover – N/A • Back Cover – \$825 • Inside Front – \$605

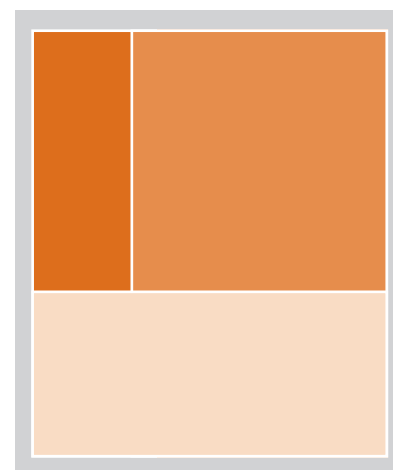
Pages 1, 2 & 3 – \$468 • Inside Back – N/A • Centerfold – \$1,100

NOTE: Inside front cover, back cover, and centerfold must advertise 2x or more.

MECHANICAL SIZES

Ad Size	Width x Height Vertical - No Bleed	Width x Height Horizontal - No Bleed
Full	7.5" x 10.18"	
2/3.....	7.5" x 7"	5.25" x 10.18"
1/2.....	7.5" x 4.75"	3.75" x 10.18"
1/3.....	7.5" x 2.5"	2.25" x 10.18"
1/4.....		3.75" x 4.75"

Pub Info – Trim Size – 8.5" x 11" • Margins Size – .25" (L, R, T); .75" (B)
Artwork Bleed layout – When bleeding your ads, please allow a 1/8–1/4" from Book Trim (outer edge of publication) to Live Area, this allows a 1/8" to 1/8" from cutting and binding into your ads artwork. The spec size sheets above are for non-bleed areas.



WSTA'S WEEKLY E-NEWSLETTER – WSTA NEWS

To keep up with the ever-increasing speed of information, Western States Trucking Association publishes a weekly e-newsletter, delivered to the inbox of over 1,800 member and non-member transportation companies, industry officials & VIPs, lobbyists, and other interested parties. There is no subscription cost for anyone interested, and readers are encouraged to forward the news and invite others to subscribe. WSTA removes subscribers who do not open the e-newsletter over an extended period of time as this affects online reputation and overall deliverability.

PUBLISHING INFORMATION

- WSTA e-newsletter emails are sent Tuesday of each week
- Graphical ads run between article sections and include a hyperlink to your website or landing page
- Email opens and ad clicks are tracked and WSTA can provide detailed performance statistics
- Ads run for four weeks minimum
- All affiliates receive a 25% discount on e-newsletter advertising fees for dedicated ad slots
- Affiliates can have their ad placed in a rotational slot at no additional charge to be viewed by a random selection of readers each week
- WSTA
- Archives available at <https://westrk.org/enewsletter>

MARKETING REACH

The weekly open rate of the e-newsletter is generally 60% to 70%. Over 1,000 WSTA member and non-member transportation companies, industry officials & VIPs, lobbyists, and other interested parties will see your ad. And you will get timely performance feedback to adjust your ad materials and campaign as you wish.

ADVERTISING SPECS & RATES – WSTA WEEKLY E-NEWSLETTER CURRENT NEWS AND ADVERTISEMENTS – DELIVERED EACH TUESDAY

DIGITAL AD SPECS

- Digital Image Size – 600 pixels wide x 156 pixels high (RGB Colors)
- Digital Image Type – TIFF, PNG, JPG, GIF, PSD
- Animated GIFs are permitted but may be static for some readers

ORDERING INSTRUCTIONS

1. Clearly draw your ad as you would like to see it.
2. Provide any artwork, images or fonts that will be inserted in your ad. All artwork or images should be as clean as possible.
3. Specify the number of insertions (minimum 4x), the URL for the ad link, and the week in which the ad is to start.
4. E-mail all pictures, artwork, placed fonts that will be used.
5. Fax or email a copy of your advertising contract, following up with a phone call to WSTA.

Note: Any media sent will not be returned.

STANDARD INSERTION RATES: Affiliate & Member Rates – Subtract 25% • Agency Rates – Add 15%

WSTA Weekly E-Newsletter is published each Tuesday with few exceptions (such as holidays), and archives are at westrk.org/enewsletter

E-NEWSLETTER AD RATES

Ad Size	4 Weeks	8 Weeks	16 Weeks
Regular	\$50/wk	\$45/wk	\$35/wk
Double Height*	\$110/wk	\$95/wk	\$75/wk

* Double Height Ad availability may be limited

E-NEWSLETTER AD SIZES

Ad Size	Width	Height
Regular	600px	up to 156px
Double Height*	600px	up to 312px



WESTERN TRANSPORTATION NEWS

PRINT ADVERTISING CONTRACT

Affiliate & Member Rates: **Subtract 25%** • Agency Rates: **Add 15%**

334 N. Euclid Avenue • Upland, CA 91786

(909) 982-9898 • Fax (909) 985-2348

Publishing@Westrk.org

Number of Page (s) Advertising: _____ Run Advertisement: ☐ 1x ☐ 2x ☐ 4x

4 - COLOR AD RATES

Ad Size	1 issue	2 issues	4 issues
Full	\$810	\$800	\$710
2/3.....	\$750	\$740	\$640
1/2.....	\$700	\$680	\$570
1/3.....	\$640	\$600	\$510
1/4.....	\$595	\$585	\$495

Advertisement Size: ☐ Full ☐ 2/3 ☐ 1/2 ☐ 1/3 ☐ 1/4

Classified Ads - 1/8 Business Card (3.5 x 2, 2 issues)

Members ☐ \$40 • Non-Members & Affiliates ☐ \$80

Classified Ads - 2x Business Card Display Ad (3.5 x 4, 2 issues):

Members ☐ \$70 • Non-Members & Affiliates ☐ \$140

Classified Ads - Text Only

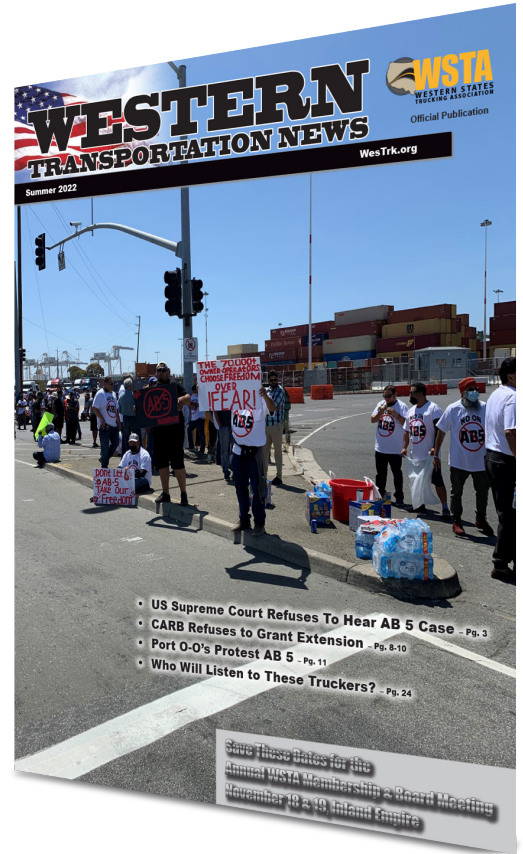
Non-Members & Affiliates ☐ \$25 • Additional Lines - \$10 (Depending on Classified Ad)

For Cover or Centerfold insertions, contact us for rates, Inside Back Cover and Cover are not available. See your media kit Mechanical Sizes for detailed specs on advertising layouts.

Artwork Instructions:

- ☐ Set rough draft by advertiser
☐ Print ready artwork attached - emailed files or links to files
☐ Please call me for instructions
☐ Other instructions: _____

Total Advertising Price: _____



OFFICE USE ONLY

Start Date: _____ End Date: _____

Contract Approval: _____

Name _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

*Signature _____ Date _____

*Signing this advertising contract indicates that you agree to advertising terms and conditions found in this media kit

METHOD OF PAYMENT

Credit Card: ☐ Master Card ☐ Visa ☐ American Express ☐ Discover ☐ Bill my WSTA Account:

Card No.: _____ Exp. Date: _____

Signature: _____ Date: _____



ENEWSLETTER DIGITAL ADVERTISING CONTRACT

Affiliate & Member Rates: **Subtract 25%** • Agency Rates: **Add 15%**

334 N. Euclid Avenue • Upland, CA 91786

(909) 982-9898 • Fax (909) 985-2348

Publishing@Westrk.org

– Publish your ad in WSTA's weekly newsletter, delivered each Tuesday to over 1800 member and non-member owner operators, motor carriers, and industry VIPs. Each newsletter consistently receives over 1000 unique opens, a much higher percentage than the industry average!

– Advertisers with an active contract for print advertising in Western Transportation News Magazine receive a 10% print + digital discount on digital advertising rates

– Dedicated advertisement slots are available with minimum 4-week contract. The cost is \$50 per week.

– Advertisements include your image (600 px wide x up to 156 px high) with a link to your company's landing page or campaign.

– Affiliate members may take advantage of WSTA's ad design services.

E-NEWSLETTER AD RATES

Ad Size 4 Weeks 8 Weeks 16 Weeks

Regular \$50/wk \$45/wk \$35/wk

Double Height* \$110/wk \$95/wk \$75/wk

Ad Size: ☐ Regular ☐ Double Height (limited availability)

Run Advertisement: ☐ 4 weeks ☐ 8 weeks ☐ 16 weeks

Ad click URL: _____

Artwork Instructions:

☐ Set rough draft by advertiser

☐ Digital artwork attached – Emailed files or links to files

☐ Please call me for instructions

☐ Other instructions: _____

Total Advertising Price: _____

Name _____ Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-Mail _____

*Signature _____ Date _____

*Signing this advertising contract indicates that you agree to advertising terms and conditions found in this media kit

METHOD OF PAYMENT

Credit Card: ☐ Master Card ☐ Visa ☐ American Express ☐ Discover ☐ Bill my WSTA Account:

Card No.: _____ Exp. Date: _____

Signature: _____ Date: _____



OFFICE USE ONLY

Start Date: _____ End Date: _____

Contract Approval: _____