

LAND LINE

2019 **MAGAZINE**

***We are on the road with
your potential customers ...***

want to join us?

OOIDA

*The Official Publication of the
Owner-Operator Independent Drivers Association*

Land Line Magazine, published nine times a year, is the official publication of OOIDA. Focused on the individual driver, owner-operators and small fleet owners, Land Line dissects the news from the federal to state level, covering everything from legislation to regulation, tailored for the men and women who drive the trucking industry.

In its more than 40-year history, Land Line has become synonymous with a no-holds-barred reporting style that ensures that our readers will be given the straight scoop and not massaged messaging that masks the assault on the rights of the individual driver.

Readers have the option of print or online subscriptions to the magazine as well as a steady dose of daily news delivered on our website. In early 2019, Land Line Magazine will be joining forces with Land Line Now, OOIDA's daily radio show, in a new web endeavor bringing readers and web visitors a multimedia, news packed experience.



Since 1973, **OOIDA**

has been an advocate for professional truckers through its interaction with state, provincial and federal governmental agencies, legislatures, courts, other associations and private businesses. Its goal is to advance an equitable environment for commercial drivers.

more than
216,000 LAND LINE recipients*
more than
160,000 OOIDA members



60% owner-operators

15% small- and medium-size fleet owners

18% company drivers

7% other professional affiliated with the industry.**

85% receive the hard copy edition of the magazine.

On average, **1.5** additional people read or look through every issue, extending the reach of *Land Line* to more than **324,000** individuals.**

* As filed with the Alliance for Audited Media, subject to audit.

**Publisher's February 2019 Reader Survey

Editorial Calendar

february

SPACE CLOSE: 12/21 | MATERIALS DUE: 12/28

FEATURE: *Battling back against tolls.*

Make the most out of trip planning, discount services and surcharge rates.

BONUS: Mapping and routing apps and software

march/april

SPACE CLOSE: 1/18 | MATERIALS DUE: 1/25

Bonus distribution to MATS

FEATURE: *OEM v. aftermarket replacement parts.*

What are the pros and cons?

may

SPACE CLOSE: 3/22 | MATERIALS DUE: 3/29

FEATURE: *Thwarting cargo theft.*

Combining best practices and available products and systems.

BONUS: Personal safety on the road.

june

SPACE CLOSE: 4/19 | MATERIALS DUE: 4/26

FEATURE: *The tale of tire tread.* What are your tires telling you?

BONUS: Inflation and balancing systems.

july

SPACE CLOSE: 5/23 | MATERIALS DUE: 5/31

FEATURE: *The parking predicament.*

What are truck stops doing to tackle the problem?

BONUS: Apps and parking services

aug/sept

SPACE CLOSE: 6/21 | MATERIALS DUE: 6/28

Bonus distribution to GATS

FEATURE: *Goop and goo.*

With all the advancements in oils and lubricants, what are the top concerns you look for when changing oil and lubing up the truck and trailer.

october

SPACE CLOSE: 8/23 | MATERIALS DUE: 8/30

FEATURE: *What is the power of the future?*

With almost everything from electric, hydrogen and solar in play, what is gaining in popularity to supplement and maybe even replace fossil fuel powered trucks?

BONUS: OOIDA's Chain Law pocket guide with bonus online content

november

SPACE CLOSE: 9/20 | MATERIALS DUE: 9/27

FEATURE: *Top five tech gadgets* to navigate the

roads and the business of trucking

BONUS: Cool gifts

december

SPACE CLOSE: 10/25 | MATERIALS DUE: 11/1

FEATURE: *Side trips on Line 1.*

Finding some of the entertaining gems around the country that can accommodate truck parking and give truckers some interesting downtime.

Print Rates

	BASE	COVER RATES*	
Full Page	\$11,642	Inside front cover	\$13,096
2/3 Page	\$7,759	Pages 2-3 spread	\$23,571
1/2 Page	\$5,821	Cover 3	\$11,785
1/3 Page	\$3,880	Cover 3 spread	\$21,215
1/4 Page	\$2,950	Back cover	\$14,403
1/6 Page	\$2,084		

*Frequency rates are negotiated.
Contact an advertising representative for more information.

INSERTS

Call for more information on inserts and mailing list rates.

CLASSIFIEDS

Classified display advertising only in the Classified Marketplace.
\$150 per column inch (net)

Color ads an additional \$150.
Every ad receives a free reference line in the classified directory.



SIZE	WIDTH X HEIGHT	
2 Page Spread	15 x 10.25 live area .75 gutter	16 x 11.25 bleed
Full Page	7.25 x 10.25 live area	8 x 11.25 bleed
2/3 Page	4.5 x 10	
1/2 Page	7 x 5 (horiz.)	3.5 x 10 (vert.)
1/3 Page	7 x 3.25 (horiz.)	2.25 x 10 (vert.)
1/4 Page	3.5 x 4.75 (vert.)	
1/6 Page	4.75 x 2.25 (horiz.)	2.25 x 5 (vert.)
Trim = 7.75 x 10.75	Column Width = 2.125	Bleed = .25

CREATIVE SUBMISSIONS

We accept the following formats:
.TIF, .EPS, .JPG, .PDF, .PSD, and .AI.
We can also accept MS Word (for copy only).
Land Line Magazine's art department can provide professional and creative ad design to advertiser.
Photo images must be at least 300 dpi.

AD SUBMISSIONS

Preferred format for camera-ready ad submissions is a PDF. Files must be CMYK, and have a resolution of 300 dpi or higher, and must have all fonts embedded. PDF documents created using the PDF/X-1a is strongly recommended. For bleed ads, please do not include any crop marks.
Although we do our best to ensure color accuracy, Land Line Magazine is not responsible for incorrect output of color or the color correcting of ads if a SWOP-certified proof is not provided.

FILE TRANSFER

EMAIL: Submit ads via email to the following address: sharon_costanza@landlinemag.com
Please keep in mind that our email system can only accept files that are less than 10 MB.

Online Rates

LEADERBOARD

728 x 90
\$1,554

RECTANGLE

300 x 250
\$1,614

HALF PAGE

300 x 600
\$1,683



ONLINE SPECIFICATIONS

Banner ads should be 50k or less in size (100k max.) We accept the following formats: .jpg, .gif (static or animated), .png and .tiff
Online advertisements are subject to rotation. Send artwork and link to sharon_costanza@landlinemag.com.

ONLINE CLOSING DATES

Insertion orders need to be submitted at least 10 days prior to the first of the month of flight.

Frequency rates are negotiated.

Contact an advertising representative for more information.

contact us!

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Podcast Rates



For 13 years, Land Line Now – the nation’s first news and information hour tailored to OOIDA members and all North American truckers – has also been the most award-winning radio program in the history of the trucking industry.

While most radio programming for truckers relies on live talk, Land Line Now is an hour-long “newsmagazine,” packed with vital information. The daily, hour-long show reaches hundreds of thousands of truckers each week over the air, and thousands more tune in to podcasts.

Produced by the Owner-Operator Independent Drivers Association, Land Line Now broadcasts daily at 7 p.m. Eastern time, 4 p.m. Pacific on The Road Dog, Sirius XM Channel 146.

Now, we’re bringing the entire award-winning show online – every single day.

The podcast version offers great advertising and sponsorship opportunities before and after each segment of the program.

You can find the podcast version of our show every morning at 7 p.m. Central, 8 p.m. Eastern at LandLineNow.com, OOIDA.com and LandLineMag.com, as well as iTunes and SmartPhone apps such as Stitcher, the iPhone podcast app, Pocket Casts, CastBox, Podcast Republic and more.

Podcast Opportunities

SPONSORSHIP

A 10-second sponsorship introduction to the segment at the beginning.

ADVERTISING

15-second and 30-second spots are both available following each segment.

Sponsorships and 15-second spots can be produced in-house at no cost. The 30-second spots must be broadcast quality and provided by the advertiser.

Rates

	10/sec. sponsorship	15/sec. ad	30/sec. ad
13 weeks	\$1,545	\$1,545	\$3,090
26 weeks	\$2,936	\$2,936	\$5,872
39 weeks	\$4,311	\$4,311	\$8,622
52 weeks	\$5,624	\$5,624	\$11,248

* Podcast rates are based on a 13-week download average of over 21,000/mo. and are subject to change.

contact us!

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