



BIG (RIG) SPENDERS

Connect with truckers who call the shots
on \$27 billion in purchasing power



LANDLINE.MEDIA

The news and information source for professional truckers



\$27 BILLION mega buying power

When it comes to trucks, individual owner-operators and small family-owned trucking companies make up the largest group of decision-makers in the nation. As the official publication of the Owner-Operator Independent Drivers Association, Land Line is your conduit to the largest "fleet" in the country with stated buying power of more than \$27 billion.

The association's **150,000+** strong membership represents truck ownership of more than **240,000 trucks**. You would have to combine the nation's top 15 fleets - including UPS, FedEx and XPO - to beat that number.



FLEETS

UPS.....	19,851 trucks
FedEx	29,813 trucks
XPO Logistics.....	15,500 trucks
J.B. Hunt	17,972 trucks
YRS Worldwide ...	14,100 trucks
Old Dominion	19,296 trucks

From surveys of the Owner-Operator Independent Drivers Association membership, we see the billions spent on things like truck purchases, fuel, tires and much more.

**And that's not all
we can deliver.**

Land Line Magazine boasts a qualified circulation, a combination of OOIDA members and direct requests from industry affiliated individuals, of 217,811.* Land Line Magazine is direct-mailed to the homes or businesses of its readers, right into the hands of the people who hold the purchasing power and decision making.

More than **400,000** professional drivers** find the answers and information they're looking for in Land Line Magazine. From equipment, parts, service and repairs, to news about the industry and in-depth analysis of safety and regulatory issues - everything that owner-operators need to run their business more effectively.

Readers appreciate this familiar tone and grasp of knowledge that Land Line provides. Because of its top quality content and solid reliability, Land Line Magazine is the overwhelming choice (by an 8-1 margin**) over any other trucking publication.

Add the additional reach of the Land Line Now podcast and the all-new LandLine.Media website, retooled for the mobile user, and the buying power we deliver soars.



150,000 MEMBERS
own and operate
240,000 TRUCKS

	\$14.3 billion FUEL
	\$2.6 billion NEW/USED TRUCK PURCHASES
	\$2.2 billion NEW/USED TRAILER PURCHASES
	\$3 billion TRADITIONAL MAINTENANCE MINOR REPAIRS
	\$1.3 billion TIRES
	\$523 million RESTAURANTS
	\$214 million NON-MAINTENANCE PARTS
	\$202 million FUEL/ OIL ADDITIVES
	\$112 million DEF
	\$82 million NEW ELECTRONICS

WE ARE OOIDA

Fighting for the rights of truckers for more than 49 years.



The Owner-Operator Independent Drivers Association is the international trade Association representing the interests of independent owner-operators and professional drivers on all issues that affect truckers.

Started in 1973 during the Arab oil embargoes that literally shut down the trucking industry and nearly crippled the nation, OOIDA has scrapped and fought for the little guy since day one. The association's founding members (which included the



late Jim Johnston, former OOIDA president) traveled to Washington, D.C., to present the problems of the trucking industry before lawmakers.

After a few weeks and many long meetings, the group left Washington very frustrated but none the less enlightened on what would need to be done. They understood that to accomplish anything in our nation's capital, they would need to be better informed, funded and unified.

Fast forward to today. We stay true to our mission by:



President and CEO Todd Spencer before the House Highways and Transit Subcommittee in 2019.

- **Testifying** before the U.S. Congress, federal agencies and state governments on transportation matters.
- Providing **effective representation** of the views and concerns of professional truckers at all levels of government.
- **Educating and informing** truckers of political and economic issues that will effect their lives and profession through Land Line Magazine, Land Line Now and LandLine.Media, along with newsletters, meetings, etc.
- **Coordinating opportunities** to encourage OOIDA members to actively participate and communicate with appropriate public officials on legislative and regulatory issues.

■ **Implementing benefit programs** where OOIDA members can combine their purchasing power for better pricing and discounts on items essential to their businesses.

■ **Upgrading highway safety** by supporting and advocating responsible initiatives that will produce measurable improvements in highway safety for truckers and other highway users.

■ **Defending the rights** of professional truckers in the courts and other jurisdictions when those rights are threatened.

WE ARE LAND LINE

The news truckers rely on to run their businesses more effectively.

In 1975, OOIDA's then-president Jim Johnston was sick and tired of not getting the media coverage he felt like the then 2-year-old Association deserved. Unlike most people who think freedom of the press is their right to demand they get reported on, Jim started the Association's own magazine.

Land Line Magazine evolved into the go-to news resource for all professional truckers who want to know how the news will affect them, not the spin the mega fleets put on the news.

Fast forward 30 years later, and it was déjà vu all over again. XM Satellite Radio was all the rage. Johnston wanted the truckers' side of the issues of the industry reported just as loudly as all the fleet double-speak. So we did it again. We started up our own radio show in 2005.

Tune in at 7 p.m. Eastern to Sirius XM Road Dog Channel 146. But, for truckers loading, unloading, fueling, getting an inspection - you know, all that busy work that goes with trucking - and miss out, never fear. Our website feeds them a steady dose of replays of the show via Land Line Now podcasts. They can tune in on the site or on one of the numerous podcast apps we are available on.

You'll find a little bit of everything on our new website. Re-imagined and designed to optimize performance on mobile devices - our audience is if nothing else mobile. Packed with daily and magazine news as well as podcasts, we give our visitors plenty of information to digest.



2022 Editorial Calendar Advertising Deadlines

		SPACE	MATERIALS
February	Spec for a Wreck	12/17	12/27
March/April	Electric trucks for O-O's	01/14	01/21
May	Diesel will dominate	03/18	03/25
June	Why not propane?	04/14	04/22
July	Diesel fuel additives	05/20	05/27
August/September	Using Bridge Formula B	06/17	06/24
October	Rear impact guards	08/19	08/26
November	Using telematics	09/16	09/23
Dec 2022/Jan 2023	Smart cruise control	10/21	10/28

PRINT

LAND LINE MAGAZINE

LAND LINE MAGAZINE GROSS PRINT RATES

Ad Size	Issues/Year		
	One	Three	Five
2 Pg. Spread	\$ 23,284	\$ 17,911	\$ 15,575
Full Page	11,642	8,955	7,787
2/3 Page	7,759	5,968	5,190
1/2 Page	5,821	4,478	3,894
1/3 Page	3,880	2,985	2,595
1/4 Page	2,950	2,269	1,973
1/6 Page	2,084	1,603	1,394

CLASSIFIEDS

Classified display advertising only in the Classified Marketplace.
\$150 net per column inch B&W (add color for an additional \$150)



LAND LINE MEDIA print and digital advertising rates are determined by the combined frequency total of Land Line Magazine, LandLine.Media and Land Line Now podcast advertising.

Higher frequency discounts are available.

Call for a custom quote.

ONLINE

LANDLINE.MEDIA

LANDLINE.MEDIA GROSS CPM DIGITAL RATES

Ad Size	Months/Year		
	One	Three	Five
Half Page	\$ 9.41	\$ 8.94	\$ 8.49
Leaderboard	7.06	6.71	6.37
Rectangle	8.24	7.82	7.43



ON AIR

LandLine NOW



COST PER THOUSAND (CPM) rates are used for both digital and podcast advertising. Advertiser investments are based on the actual number of digital ad impressions delivered and radio podcast downloads each month.

LAND LINE NOW GROSS CPM PODCAST RATES

Weeks/Year

Podcast	13	26	39	52
10-Sec Sponsorship	\$ 52.94	\$ 50.00	\$ 44.12	\$ 38.24
15-Second Spot	47.06	44.12	41.18	35.30
30-Second Spot	70.59	67.65	61.77	55.88

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.

SiriusXM
Channel 146

ROAD DOG
TRUCKING RADIO

AD SPECS

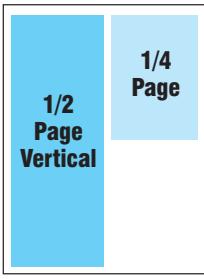
LAND LINE MAGAZINE



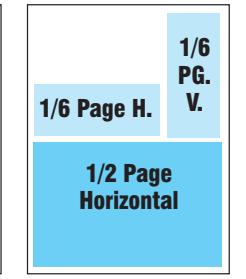
Full Page



Two-Page Spread
WITH BLEED



1/2
Page
Vertical

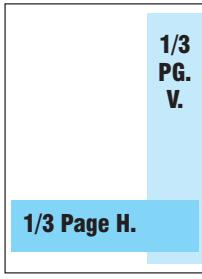


1/4
Page

1/6
PG.
V.

1/6 Page H.

1/2 Page
Horizontal



1/3
PG.
V.

1/3 Page H.

SIZE

WIDTH X HEIGHT

2 Pg. Spread ... 15 x 10.25 live 16 x 11.25 bleed
.75 gutter

Full Page 7.25 x 10.25 live 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

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, 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.

LANDLINE.MEDIA



HALF PAGE

300 x 600



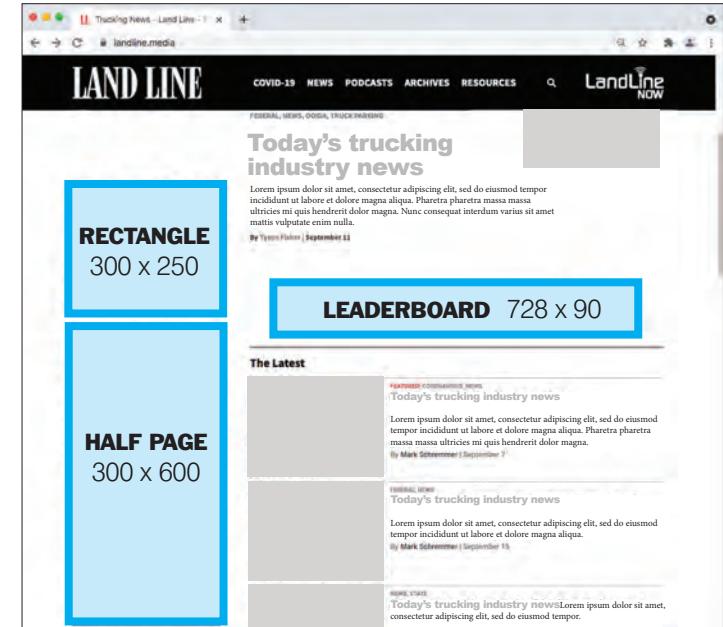
RECTANGLE

300 x 250



LEADERBOARD

728 x 90



ONLINE SPECIFICATIONS

Banner ads should be 50k or less in size.

We accept the following formats:

.JPG, .GIF (static or animated), .PNG and .TIF.

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.

TERMS

LANDLINE.MEDIA

NET 30 TERMS

Land Line Media (herein after referred to as Publisher) invoices are due within 30 days of receipt. A 1% per month service charge will be added to accounts older than 30 days. After 60 days, accounts will be regarded as delinquent, and will be subject to placement with a collection agency, or an attorney, for collection. Advertising invoices for delinquent accounts will be re-rated to the earned rate. Any collection fees and/or attorney's fees incurred by Publisher, in connection with collecting the unpaid balances, will be added to the balance due for the delinquent account.

CREDIT

Subject to approval, credit may be extended to any advertiser demonstrating credit worthiness through the fulfillment and submission of our credit application, or submission of their own credit information.

DISCOUNTS

A standard 15% discount will be given to agencies of record for any account.

CANCELLATIONS

Advertising cannot be cancelled at any time after published reservation dates.

EARNED RATE POLICY - REBATES/SHORT RATES

At the end of the contract period, if the Advertiser exceeded their contract commitment to the point a lower rate has been earned, the Publisher will issue a credit (rebate) for the difference in rate between the contracted amount, and the earned rate, for all advertising published within the contract period. Likewise, if the Advertiser did not fulfill their contract commitment, the Publisher will charge (short rate) the difference in rate between the contracted amount and the earned rate, for all advertising published within the contract period.

PUBLISHER PROTECTION

Advertisers/agencies assume all responsibility for content of advertisements published and indemnify the publisher from all claims arising therefrom. The Publisher reserves the right to refuse or discontinue any advertising that the publisher deems inappropriate or not in keeping with the Publisher's standards.

MATERIALS/PRODUCTION CHARGES

Advertising materials must be submitted in a form meeting the Publisher's printed standards. Any nonstandard corrections to Advertiser's materials will be charged to Advertiser on a cost-plus basis at \$150/hour.

The Advertiser will agree to these terms and conditions and submit to the laws of the state of Missouri in any action or proceeding to enforce them.



Buying power that beats the fleets.



LANDLINE.MEDIA

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