



**Meet \$27 billion in
purchasing power.**



150,000 Members

240,000 Trucks

400,000 Drivers

110,000 Miles/Year

When it comes to the American trucking industry, individual owner-operators and small family-owned trucking companies make up the largest group of decision-makers in the nation.

As official media of the Owner-Operator Independent Drivers Association, Land Line Media is your conduit to the largest "fleet" in the country, with over \$27 billion/year* spent to keep our fleet operating smoothly. You would have to combine the nation's top 12 for-hire fleets – including UPS, FedEx, J.B. Hunt and more – to beat our fleet number.

*2022 OOIDA Owner-Operator Member Profile Survey / 2021 Land Line Reader Survey

FLEETS *		TRUCKS
RYDER.....		69,400
FEDEX.....		38,749
KNIGHT-SWIFT		21,899
J.B. HUNT		20,215
TFI INTL.....		18,347
UPS.....		16,440

**Transport Topics 2023 TOP100 For Hire Report

And that's not all.

Land Line Magazine offers best-in-class circulation – for all OOIDA members and industry affiliated individuals – of 210,254.*** And 97% of Land Line Magazines are direct-mailed into the hands (as opposed to bulk delivery drops at truck stops) of the small business owners making big buying decisions.

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

***As filed with Alliance for Audited Media in June 2023, subject to audit
****Google Analytics


Magazine is the overwhelming choice (by an 8-1 margin*) over any other trucking publication.

Yet even though OOIDA members love Land Line Magazine, digital is critical in reaching the owner-operators and the small fleet market, no matter where they are. You can double the reach of Land Line Magazine alone by adding LandLine.Media digital and LandLineNOW Radio Podcasting to your media plan. Over 67%* of our members use smart phones to run their company business, which explains why over 90%**** of our LandLine.Media website traffic comes from mobile. Our website traffic has more than tripled from pre-pandemic 2019 through YTD 2023.**** Using all three of our LAND LINE MEDIA platforms - print, digital and podcast – is the best way to maximize your marketing ROI.

 **\$19.36 billion**
FUEL

 **\$2.6 billion**
NEW/USED TRUCK PURCHASES

 **\$2.2 billion**
NEW/USED TRAILER PURCHASES

 **\$4.32 billion**
MAINTENANCE & MINOR REPAIRS

 **\$1.44 billion**
TIRES

 **\$523 million**
RESTAURANTS

 **\$214 million**
NON-MAINTENANCE PARTS

 **\$202 million**
FUEL/OIL ADDITIVES

 **\$112 million**
DEF

 **\$82 million**
NEW ELECTRONICS

SOURCE: 2021 Land Line Reader Survey
2022 OOIDA Owner Operator Member Survey



PRINT

GROSS PRINT RATES **Bundle print + digital + podcast to earn our best rates!**

LANDLINE MAGAZINE

Issues/Year

Ad Size	One	Three	Five	7+
4 Pg. Gatefold	\$39,118	\$33,247	\$28,253	call
2 Pg. Spread	\$22,353	\$19,000	\$16,147	call
Full Page	\$11,765	\$10,000	\$8,500	call
2/3 Page	\$8,235	\$7,000	\$5,941	call
1/2 Page	\$6,176	\$5,253	\$4,465	call
1/3 Page	\$4,118	\$3,500	\$2,971	call
1/4 Page	\$3,088	\$2,624	\$2,229	call
1/6 Page	\$2,059	\$1,747	\$1,476	call

CLASSIFIEDS

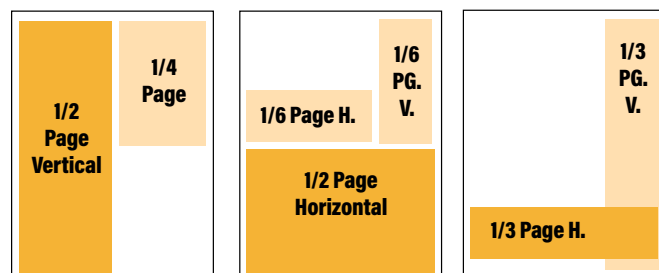
Display advertising in the Classified Marketplace only.

1-3x frequency = \$150 net per column inch w/full color

5-7x frequency = \$125 net per column inch w/full color

9x frequency = \$100 net per column inch w/full color

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.



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

EDITORIAL

February – Grassroots Guide: A trucker's political playbook
March/April – MATS preview
May – Summer truck show preview
October – General Election Preview and how to vote guide
November – Cool Gifts for your trucker

In every issue:

Road Law, Trucking and Taxes and Maintenance Q&A
 Slight Detour – Fun tales from the road
 Dashboard Confidential by Diesel Dave Sweetman



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, have a resolution of 300 dpi or higher and have all fonts embedded. PDF documents created using the PDF/X-1a are 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

We can only accept files that are less than 10 MB via email.

	SPACE	MATERIALS
February	12/15	12/26
March/April	01/12	01/19
May	03/15	03/22
June	04/19	04/26
July	05/17	05/24
August/September	06/14	06/21
October	08/16	08/23
November	09/20	09/27
Dec '24/Jan '25	10/18	10/25

Contact Bret Miller at 816-536-2002 or bret_miller@landlinemag.com with questions or to make your reservation.

LANDLINE.MEDIA
 The News and Information Source for Professional Truckers



ONLINE

GROSS CPM*

DIGITAL RATES **Bundle print + digital + podcast to earn our best rates!**

LANDLINE.MEDIA

Months/Year

Ad Size	One	Three	Five	7+
320x100 Large Banner	\$8.24 CPM	\$7.42 CPM	\$6.68 CPM	call
300x250 Rectangle	\$9.41 CPM	\$8.48 CPM	\$7.63 CPM	call
320x50 Fixed Anchor Banner	\$10.59 CPM	\$9.53 CPM	\$8.58 CPM	call

Digital Display Geo-Targeting available.
Call for CPM rates

LARGE BANNER
320 X 100
(728x90 Leaderboard also required for use on desktop)



RECTANGLE
300 X 250

FIXED ANCHOR BANNER
320 X 50

ONLINE SPECIFICATIONS

Banner ads should be 50K or less in size. We accept the following formats: JPG, GIF (static or animated), PNG and TIF. Digital ads are rotated. 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.

*COST-PER-THOUSAND (CPM) rates used for LandLine.Media digital display advertising. Monthly digital caps ranging from 50,000 minimum - 750,000 maximum.

ON-AIR

GROSS CPM*

PODCAST RATES **Bundle print + digital + podcast to earn our best rates!**

LandLineNOW

Weeks/Year

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

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

ADVERTISING: 15-second and 30-second spots are 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.

*COST-PER-THOUSAND (CPM) rates used for LandLineNOW radio podcast advertising. Podcast downloads range from 8,000 - 12,000/month.



OOIDA eBLAST emails sent to our active member list from the OOIDA Marketing Department for a better open rate. OOIDA maintains a strict monthly limit on the number of e-BLAST emails sent to our membership. All creative is subject to OOIDA approval. Dashboard reporting provided. We also offer 728x90 digital leaderboard display ads on our monthly OOIDA e-Newsletter. Restrictions apply. Call for more details and pricing.

Contact Bret Miller at 816-536-2002 or bret_miller@landlinemag.com with questions or to make your reservation.

LANDLINE.MEDIA
The News and Information Source for Professional Truckers



STATS

The typical owner-operator member of OOIDA is a Caucasian male, 59 years of age, standing 5 ft. 10 in.



**2022 Owner Operator
Member Profile Survey**



**Alliance for
Audited Media**

**LAND LINE
GRAIN VALLEY, MO**

Paid, Verified & Analyzed Nonpaid Circulation	Audited Circulation
Total Paid & Verified Subscriptions	209,099
Single Copy Sales.....	---
Total Paid & Verified Circulation	209,099
Total Analyzed Nonpaid Circulation	1,155
Total Paid, Verified & Analyzed Nonpaid Circulation	210,254

**Alliance for Audited Media
June '23 Publishers Statement***



OOIDA / Land Line Media
Jan 2023 - July 2023

Users
2,504,881

Pageviews
8,844,850

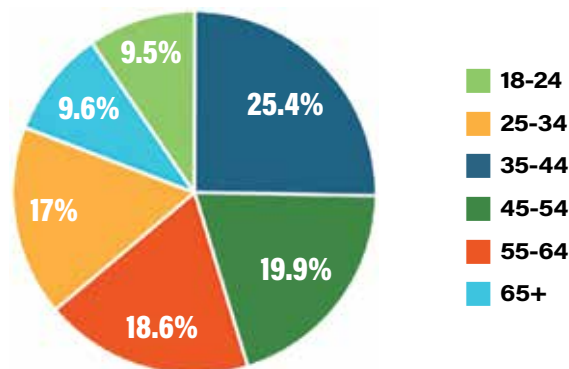
LAST 5 MINUTES

593

Active Users on Site

93%

MOBILE (93%)
OTHER (7%)



2023 Google Analytics

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 canceled 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.

**1 NW OOIDA Drive
PO Box 1000
Grain Valley, MO 64029
Phone (816) 229-5791
Fax (816) 443-2227
LandLine.Media**

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ABOUT US



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 nonetheless 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.

Truck drivers cemented their status as essential workers throughout the pandemic. Americans' health and the nation's economy depended on truck drivers delivering medical equipment and keeping the grocery stores stocked. As we enter 2024, OOIDA will continue to advocate for these essential workers in Congress and in the courts.

LANDLINE.MEDIA

In 1975, OOIDA's then-president Jim Johnston was sick and tired of not getting the media coverage he felt 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 Land Line 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 it.

Fast forward 30 years, 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 our own radio show in 2005. Tune in at 7 p.m. Eastern to Sirius XM Road Dog Channel 146.

You'll find a little bit of everything on our website. Packed with daily and magazine news as well as podcasts, we give our visitors plenty of need-to-know trucking news tailored for the men and women behind the wheel.



Want to know more about OOIDA and Land Line Media?