

# LIFELINER

## IOWA MOTOR TRUCK ASSOCIATION



### SHINING YOUR OWN SPOTLIGHT

Recognition and exposure opportunities allow IMTA members to reach trucking representatives throughout Iowa and the nation.

2024

The Lifeline Magazine was established in the 1940's and has consistently been a valuable IMTA member benefit since its start. It is distributed quarterly to over **2,000** members, prospect members, regulators, legislators and business leaders across the state.

The Lifeline is a highly anticipated publication that keeps our readers informed on industry news, personal & professional development insights, IMTA advocacy efforts, member outreach and IMTA events throughout the year. Choosing to advertise in the Lifeline is sure to be a worthwhile investment for your brand.

Advertising may be purchased one issue at a time or at a discounted rate, per issue, with a year-long contract.

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY, STATE & ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

### ADVERTISING CHOICE

Place a check mark in each circle that corresponds with your advertising preference. Prices listed are per issue.

	Full Page	Half Page
YEAR CONTRACT	<input type="radio"/> \$1,350	<input type="radio"/> \$900
WINTER ISSUE	<input type="radio"/> \$1,500	<input type="radio"/> \$1,050
SPRING ISSUE	<input type="radio"/> \$1,500	<input type="radio"/> \$1,050
SUMMER ISSUE	<input type="radio"/> \$1,500	<input type="radio"/> \$1,050
WINTER ISSUE	<input type="radio"/> \$1,500	<input type="radio"/> \$1,050

**PAYMENT POLICY:** Advertisers and advertising agencies are jointly responsible for payment of all insertions. **The Iowa Motor Truck Association will invoice the advertiser after the publication is distributed.** Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the IMTA, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser or agency agrees to pay attorney fees and all costs incurred by the IMTA. The advertiser or agency will bear full responsibility for withholding advertising materials that may violate any law, regulations or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, indemnify and hold harmless the publisher from all third-party claims on account thereof. The IMTA reserves the right to reject any advertisement, photograph or illustration that is not deemed in keeping with standards of the publication. I acknowledge upon signing this contract that I have carefully read and accepted the terms, conditions and policies associated with this contract. I further understand that any verbal agreements are not binding to this agreement.

AUTHORIZED SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

TO PURCHASE ADVERTISING SPACE IN THE LIFELINER MAGAZINE,  
PLEASE CONTACT Janelle Stevens [janelle@iowamotortruck.com](mailto:janelle@iowamotortruck.com) • Phone (515) 244-5193



### AD SUBMISSION and DISTRIBUTION DATES

#### WINTER ISSUE

Ad Deadline: **February 1**

Distribution Month: March

#### SPRING ISSUE

Ad Deadline: **April 1**

Distribution Month: May

#### SUMMER ISSUE

Ad Deadline: **June 3**

Distribution Month: July

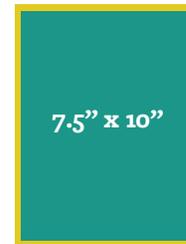
#### FALL ISSUE

Ad Deadline: **September 9**

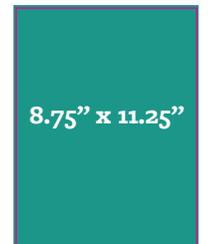
Distribution Month: October

### FULL PAGE SPECS

with 0.5" page margin

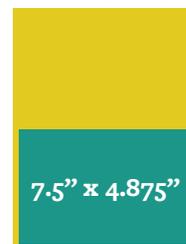


with full bleed of 0.125"



### HALF PAGE SPECS

with 0.5" page margin



with full bleed of 0.125"

