

# OPEN ROAD

The Official Publication of Louisiana Motor Transport Association



## WHO ARE WE?

Louisiana Motor Transport Association is dedicated to **representing the trucking industry** and **related industry companies**. This publication is a great networking tool that reaches members and industry professionals **across the state**. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

## WHY LMTA?

- ➔ There are nearly **100K trucking jobs** in Louisiana.
- ➔ About **80% of Louisiana communities** rely exclusively on trucks to move their goods.
- ➔ Each day, **trucks transport 170K tons** of manufactured goods in Louisiana.

## NET ADVERTISING RATES

Print Edition Advertising	1x	3x
Premium Position*	N/A	\$1,455
Full Page	\$1,445	\$1,240
1/2 Page	\$1,130	\$825
1/3 Page	\$920	\$690
1/6 page	\$640	\$485
Digital Edition Advertising	1x	3x
Tile + Interstitial Digital Package	\$1,035	N/A
Tile + Landing Page Digital Package	\$1,035	N/A
Tile + Interstitial Print Package**	\$865	N/A
Tile + Landing Page Print Package**	\$865	N/A
Tile à la Carte	\$575	N/A

[CLICK HERE FOR AD EXAMPLES](#)

\*Premium Position includes: inside front cover, inside back cover, page 3 and back cover."

\*\*Discounted digital+print package available with 1/2-page ads or larger.

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!

## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 2 Issue 1	7/29/24	October 2024
Volume 2 Issue 2	11/25/24	February 2025
Volume 2 issue 3	3/24/25	June 2025

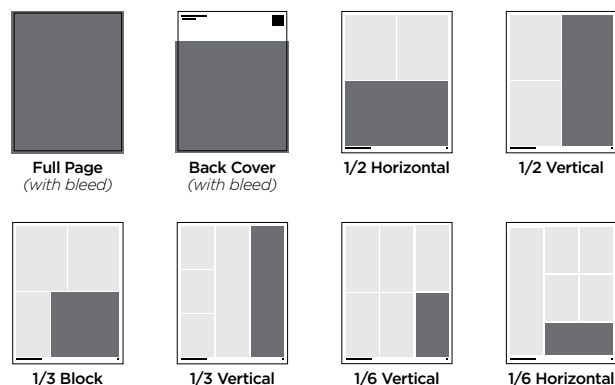
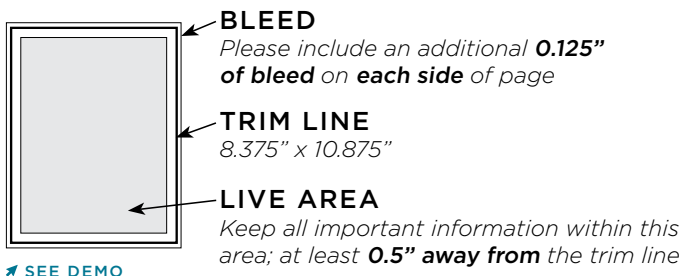
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/6 Horizontal	5.187" x 2.375"
1/6 Page Vertical	2.5" x 4.937"

Digital Ad Size	Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels

\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:** 300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:** 72 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.