



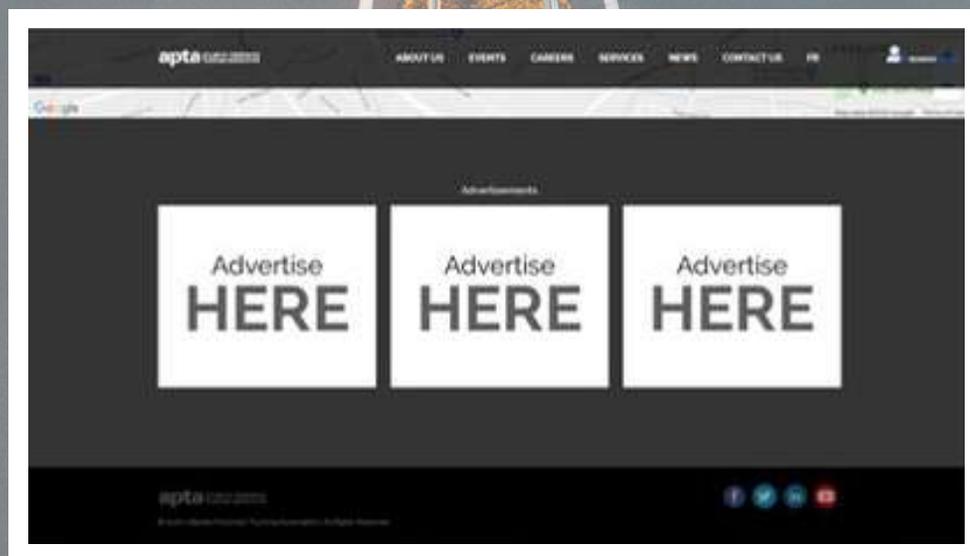
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TRUCKING ASSOCIATION

**2026
ADVERTISING
PACKAGE**

WEBSITE ADVERTISING

Place your brand front and center with advertising on the APTA website. Your ad will be prominently featured at the bottom of every page, ensuring maximum visibility to visitors. Company links are included with your ad placement, so when users click your ad, they are automatically directed to your website - driving traffic and increasing engagement with your brand.

AD TYPE	DIMENSIONS (PX)	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
BANNER AD	300 x 200	\$360	\$550	\$775	\$1,000



MONTHLY E-NEWSLETTER ADVERTISING

Reach your target audience directly with the From the Road Monthly e-Newsletter. Each month, this newsletter is delivered straight to the inboxes of APTA members, providing a prime opportunity to showcase your brand, promote your products or services, and stay top-of-mind with key decision-makers in the industry. With a variety of ad sizes and flexible multi-month packages, you can choose the option that best fits your marketing goals.

AD TYPE	DIMENSIONS (PX)	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
FEATURED AD	720 × 456	\$220	\$370	\$520	\$670
FULL PAGE AD	720 × 936	\$400	\$700	\$1,000	\$1,300
HALF PAGE AD	720 × 456	\$200	\$350	\$500	\$650
1/4 PAGE AD	360 × 456	\$150	\$280	\$400	\$500
1/8 PAGE AD	280 × 180	\$90	\$150	\$225	\$300

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FROM THE ROAD

Newsletter Performance Snapshot



Audience Size
640 - 675
recipients per issue

Strong Opens Rates

60.2%



Engagement Quality

14%

readers clicked through



Frequency

MONTHLY



Geographic Reach

CANADA + US



AUDIENCE PROFILE

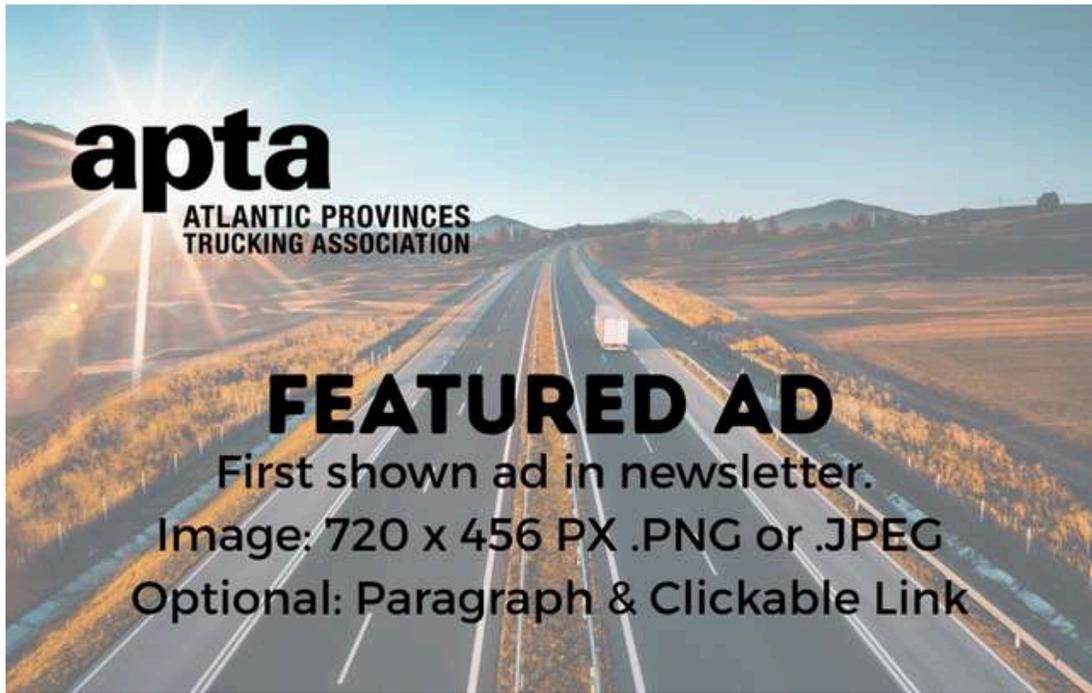
75% male, 45+
Strong representation of
senior industry professionals



TARGET AUDIENCE

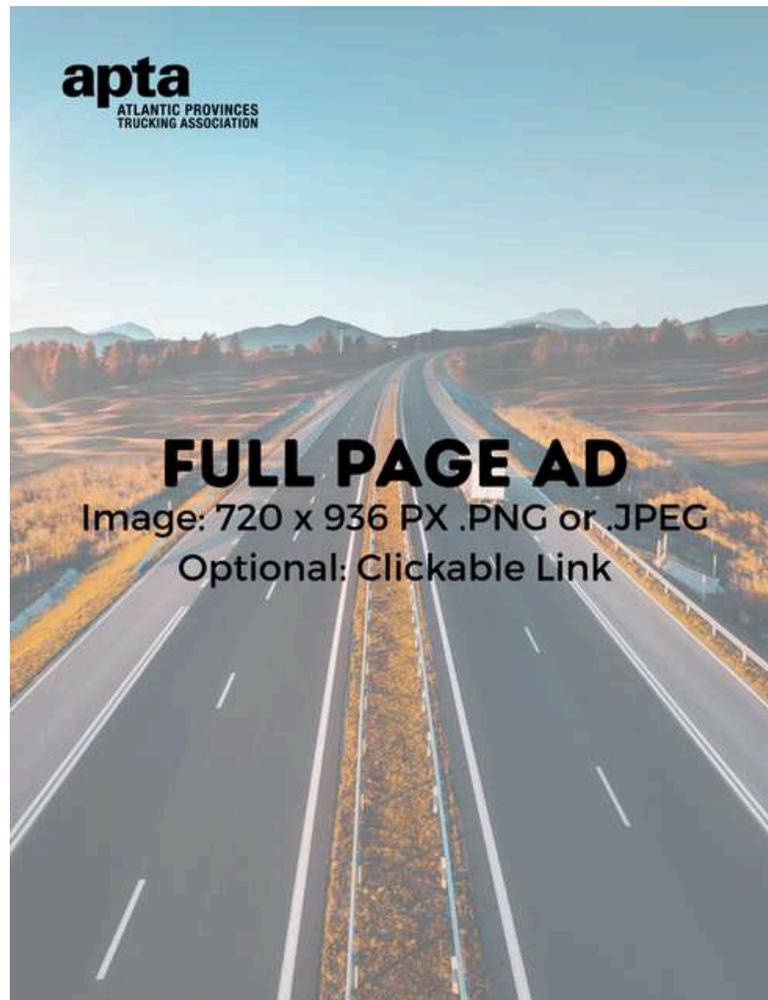
Trades, Carriers, Suppliers
& Decision-Makers

MONTHLY E-NEWSLETTER ADVERTISING OPTIONS

A landscape photograph of a multi-lane highway stretching into the distance under a clear blue sky. The sun is low on the horizon, creating a lens flare effect. A single white truck is visible on the road. The text is overlaid on the top left and center of the image.

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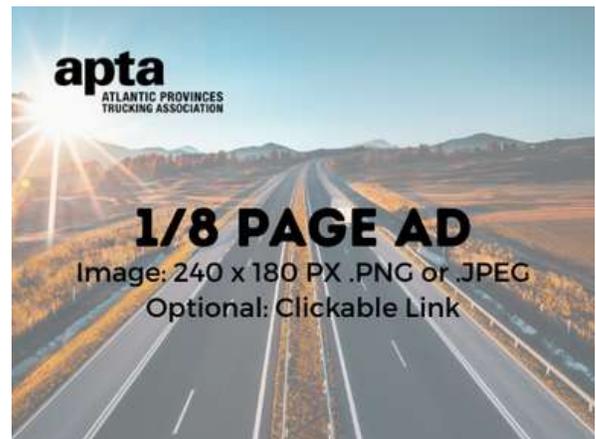
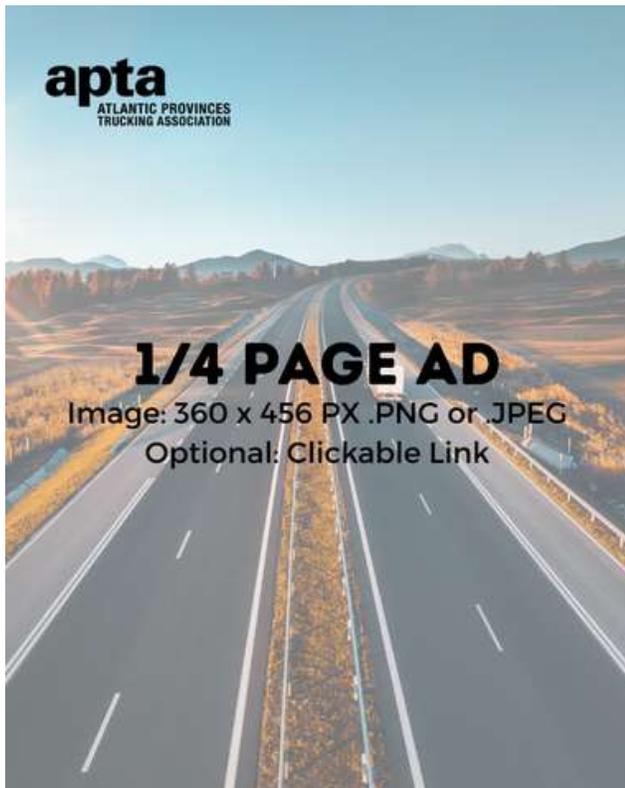
FEATURED AD
First shown ad in newsletter.
Image: 720 x 456 PX .PNG or .JPEG
Optional: Paragraph & Clickable Link

A landscape photograph of a multi-lane highway stretching into the distance under a clear blue sky. The sun is low on the horizon, creating a lens flare effect. The text is overlaid on the top left and center of the image.

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FULL PAGE AD
Image: 720 x 936 PX .PNG or .JPEG
Optional: Clickable Link

MONTHLY E-NEWSLETTER ADVERTISING OPTIONS



WEEKLY E-MAIL BLAST ADVERTISING

Connect directly with over 800 APTA members every Friday through a dedicated, paid e-mail advertisement. Your message will be delivered straight to their inbox, with the subject line and header clearly indicating that it is a paid message - ensuring transparency while highlighting your brand.

- **Frequency:** To maintain exclusivity and high engagement, only two sponsored messages are allowed per week. This limited availability ensures that your advertisement receives maximum attention from recipients.
- **Platform & Language:** All messages are delivered using MailChimp, a trusted e-mail marketing platform. Content can be submitted in English, French, or a bilingual format to reach your audience in their preferred language.
- **Visibility & Impact:** A dedicated e-mail ensures that your message stands out, increasing the likelihood of clicks, engagement, and brand recognition among APTA members.

AD TYPE	DIMENSIONS (PX)	1 WEEK	2 WEEKS
E-MAIL BLAST	720 x 456	\$300	\$575

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TO BOOK CONTACT

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IMPORTANT

Pricing does not include HST (15%).
All pricing & payments are in Canadian Funds.
Advertising is only available to APTA members.
Prices are subject to change without notice.

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