

Lifeline

SHINING YOUR OWN SPOTLIGHT IN 2026



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 & 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.

AD SUBMISSION & DISTRIBUTION DATES

WINTER ISSUE

Ad Deadline: **February 6, 2026**

Distribution Month: March 2026

SPRING ISSUE

Ad Deadline: **April 3, 2026**

Distribution Month: May 2026

SUMMER ISSUE

Ad Deadline: **June 5, 2026**

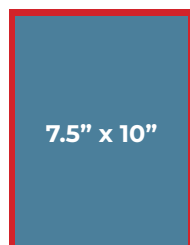
Distribution Month: July 2026

FALL ISSUE

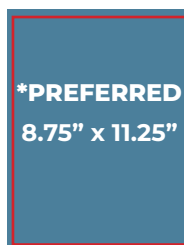
Ad Deadline: **September 4, 2026**

Distribution Month: October 2026

FULL PAGE SPECS

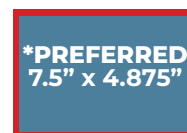


with 0.5" page margin

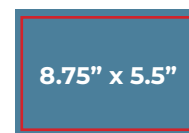


with full bleed of 0.125"

HALF PAGE SPECS



with 0.5" page margin



with full bleed of 0.125"

COMPANY _____

CONTACT NAME & EMAIL _____

MAILING ADDRESS _____

CITY, STATE & ZIP _____

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
FALL 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 • Phone (515) 244-5193