



Official Advertising Reservation Form

This is an exciting advertising opportunity for exhibiting companies only! Gain visibility with your customers by advertising in the ATA Official Program & Directory of Exhibitors that will be distributed on-site to all registered attendees. The advertisements will be printed in four colors and trim size of either 4" x 8" for a single page ad or 8" x 8" for a double page ad.

Guidelines:

- 300 dpi CMYK at 100% of size mentioned above
- If you are incorporating full bleeds, please allow at least 1/4" on all sides
- Single Page: \$2,500. Program trim is 4" x 8". Live area is 3 3/16" x 7 1/4"
- Double Page: \$4,000. Program trim is 8" x 8". Live area is 6 3/8" x 7 1/4"
- *If selecting the Double Page Ad, please allow for 1/4" grind-off in the center of the double page for this perfect-bound directory

All images should be submitted in high resolution JPEG, TIFF or PDF format. All design layouts not containing embedded text need to be provided in Indesign or QuarkXPress for Mac.

Deadline for Artwork: August 27, 2014

Advertising Reservation Form

Please send to:

American Trucking Associations

Attn: Dan Duggan, Convention Services

950 North Glebe Rd. • Suite 210 • Arlington, VA 22203

Phone: 703.838.1756 • Fax: 703.838.7981 • Email: dduggan@trucking.org

Yes! Count me in to advertise in the ATA Official Program & Directory of Exhibitors.

Exclusive Inside Front and Back Cover (\$8,000)

Inside Front Cover (\$5,000)

Inside Back Cover (\$5,000)

Single Page (\$2,500)

Double Page (\$4,000)

Company Name: _____ Booth# _____

On-Site Contact: _____

Please bill my : Amex MasterCard Visa Amount _____

Credit Card Account # _____ Expires _____

Signature: _____

Or enclose a check made payable to American Trucking Associations

Payment is due in full. No advertisement will run without final payment. This form is your official invoice.