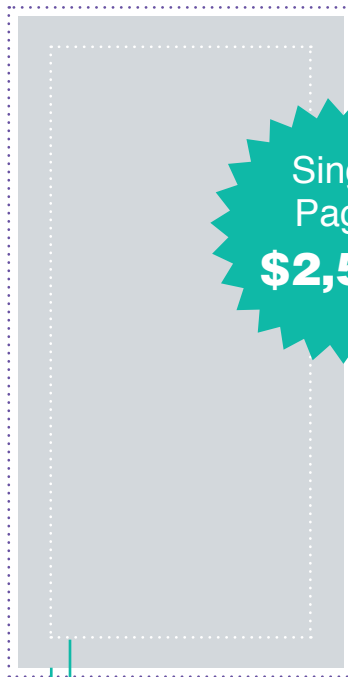


# ATA OFFICIAL PROGRAM & DIRECTORY ADVERTISING GUIDELINES

**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 in the perfect-bound program. All ads, single or double page, must be in vertical format.

## Single Page



Single Page:  
**\$2,500**

Live area: 3.1875" x 7.25"  
 Page Trim: 4" x 8"  
 Bleed: 4.25" x 8.25"

## Double Page



Double Page:  
**\$4,000**

Live area: 6.375" x 7.25"  
 Page Trim: 8" x 8"  
 Bleed: 8.25" x 8.25"

Please allow .25" grind-off in the center of the double page.

### Production Notes:

- **Preferred format:** Print-ready PDF with .25" bleeds and crop marks. High resolution (300 dpi at print-size) TIF or JPG also accepted.

**DEADLINE FOR ARTWORK: August 27, 2021**

**Please submit your print-ready ad to  
 Carolina Flecher, Events Specialist,  
 Convention & Meeting Services,  
 at [cflecher@trucking.org](mailto:cflecher@trucking.org)**