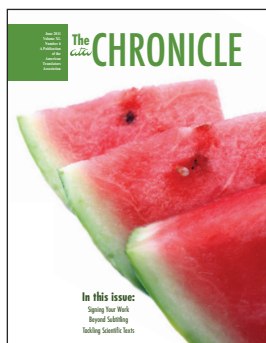


# The *ata* CHRONICLE



*The ATA Chronicle* is the only U.S. monthly magazine serving the translation and interpreting professions. A publication of the American Translators Association, *The ATA Chronicle* is published 11 times a year (with a combined November/December issue) and contains feature articles, announcements, reviews, and association news. It is read by more than 13,000 people in 90 countries.

## Production Specifications

<b>Trim Size</b>	8½" x 11"
<b>Bleed Area</b>	9" x 11½"
<b>Live area</b>	8" x 10½"
<b>Prepress</b>	Computer-to-plate
<b>Inks</b>	4-color process
<b>Binding</b>	Saddlestitched
<b>Screen</b>	175-line screen
<b>Color Rotation</b>	Black, cyan, magenta, yellow
<b>Proofs</b>	For critical color match, 4-color proofs must be supplied and conform to SWOP standards.
<b>Digital File Formats</b>	PDF files with press-ready settings in Acrobat 6.0 or later; EPS files with fonts embedded or converted to outline; QuarkXPress 8.0 (Mac) or later with all artwork and fonts.
<b>Disposition of Materials</b>	Held one year from date of last insertion then destroyed unless otherwise instructed.

## Closing Dates

January	November 15, 2011
February	December 15, 2011
March	January 16, 2012
April	February 15, 2012
May	March 15, 2012
June	April 16, 2012
July	May 15, 2012
August	June 15, 2012
September	July 16, 2012
October	August 15, 2012
November/December	September 14, 2012

## 2012 Advertising Rates

### Interior Pages

	1x	3x	6x	11x
Full Page	\$2,100	\$1,985	\$1,864	\$1,696
2/3 Page	\$1,390	\$1,323	\$1,228	\$1,113
1/2 Page	\$1,040	\$992	\$924	\$845
1/3 Page	\$698	\$656	\$620	\$567
1/4 Page	\$524	\$494	\$457	\$425
1/6 Page	\$346	\$336	\$310	\$283

### Covers

	1x	3x	6x	11x
Cover 2 (Inside Front)	\$3,200	\$2,900	\$2,600	\$2,300
Cover 3 (Inside Back)	\$3,000	\$2,700	\$2,400	\$2,100
Cover 4 (Back Cover)	\$3,500	\$3,200	\$2,900	\$2,600

Black & White Ads: Deduct 25% from rates shown.

**Important: All rates are net, non-commissionable.**

### Preferred Positions

Orders specifying positions other than the covers will be guaranteed for a 20% premium. Guaranteed space only for 1/3-page ads or larger. Consult Caron Mason for availability.

## Contact

Caron Mason, CAE  
 American Translators Association  
 Ph: +1-703-683-6100, Ext. 3003  
 Fax: +1-703-683-6122  
[advertising@atanet.org](mailto:advertising@atanet.org)

# The *ata* CHRONICLE

## 2012 Ad Sizes

Full Page with Bleeds	9" x 11½"
Full Page without Trim Size	8" x 10½"
2/3 Page Vertical	4½" x 10"
1/2 Page Horizontal	7" x 4¾"
1/2 Page Vertical	3½" x 10"
1/3 Page Vertical	2¼" x 10"
1/4 Page Vertical	3½" x 4¾"
1/6 Page Vertical	2¼" x 4¾"

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