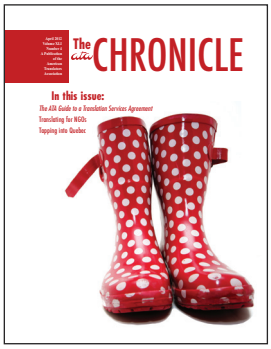
The ata CHRONICLE



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

Trim Size	8½" x 11"
Bleed Area	9" x 11½"
Live area	8" x 10½"
Prepress	Computer-to-plate
Inks	4-color process
Binding	Saddlestitched
Screen	175-line screen
Color Rotation	Black, cyan, magenta, yellow
Proofs	For critical color match, 4-color proofs must be supplied and conform to SWOP standards.
Digital File Formats	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.
Disposition of Materials	Held one year from date of last insertion then destroyed unless otherwise instructed.

Closing Dates

January	November 16, 2012
February	December 14, 2012
March	January 15, 2013
April	February 15, 2013
May	March 15, 2013
June	April 15, 2013
July	May 17, 2013
August	June 14, 2013
September	July 15, 2013
October	August 16, 2013
November/December	September 13, 2013

2013 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

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2013 Ad Sizes

Full Page with Bleeds	9" x 11½"
Full Page without	8" x 10½"
Trim Size	8½" x 11"
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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