

# American Translators Association

## 47th Annual Conference's Final Program

### **PRELIMINARY PROGRAM:** Mailed in mid-July to all 9,500 ATA members.

It gives an overview of what will take place at the annual conference. If your company plans to exhibit, promote your presence at the show, and give members a reason to come to your booth.

**FINAL PROGRAM:** Distributed on-site to more than 1,300 paid attendees at the annual conference. This is the attendees' guide throughout the meeting and used repeatedly during the four-day event. It contains the schedule of sessions, meetings, and receptions. It also contains exclusive information on exhibitors, including product descriptions and contact information.

## Advertising Space Fills Up Fast— Don't Let the Competition Get Ahead!

**Preliminary Program Closing Date:** June 1-2, 2006

**Final Program Closing Date:** September 15, 2006

**Advertising Package:** Includes advertising space in the final program and preliminary program.

	Ad Size	B/W	Four-Color
<b>Full Page</b>	7 1/2" x 10"	\$1,940	\$3,015
<b>1/2 Page Horizontal</b>	7 1/2" x 4 3/4"	\$1,025	\$2,095
<b>1/2 Page Vertical</b>	3 1/2" x 10"	\$1,025	\$2,095
<b>1/4 Page Vertical</b>	3 1/2" x 4 3/4"	\$595	\$1,670
<b>COVERS (includes four-color):</b>			
<b>Cover 2</b> (inside front)	7 1/2" x 10"	—	\$3,885
<b>Cover 3</b> (inside back)	7 1/2" x 10"	—	\$3,565
<b>Cover 4</b> (back cover)	7 1/2" x 10"	—	\$4,300

### **ADS WITH BLEEDS:**

Total design area: 8 3/4" x 11 1/4", Live area: 8" x 10"

### **Preferred Positions**

Orders specifying positions other than the covers will be guaranteed for 20% premium of black and white rate. Guaranteed space only for 1/2-page ads or larger and are non-cancelable. Consult your sales representative for availability.

**Please Note:** All rates are net — no agency discounts.

No cancellations will be accepted after space closing date.

All cancellations must be in writing. There are no cancellations on any preferred or cover positions once booked.

### **Printing Specifications**

**Publication Trim Size:** 8 1/2" wide x 11" deep

**Four-Color Ads:** Progressive proofs required. Standard process inks will be used.

**Electronic Files:** See Chronicle requirements.

### **Advertising Policy**

Publisher reserves the right to print the word "advertisement" on ads, which resemble the editorial format of the Conference Programs. Ads are subject to the publisher's approval.

Publisher reserves the right to place two or more fractional ad units on a page. Positioning of ads will be at the discretion of the publisher.

### **Payment Policy & Mailing Instructions**

Prepayment is required. Full payment must be in house by closing date of September 15, 2006 in order for the ad to run.

### **Submit insertion orders, ad materials, and payment to:**

#### **ATA Programs**

c/o McNeill Group, Inc.

385 Oxford Valley Road, Suite 420

Yardley, PA 19067

**Ph:** 215-321-9662 • **Fax:** 215-321-9636

**CALL 1-800-394-5157 TODAY and reserve your space early for your best chance to showcase your wares in the industry's leading resources!**

# American Translators Association

47th Annual Conference's Exhibit Information and Fees

## Sheraton Hotel • New Orleans, Louisiana November 1-4, 2006

<b>BOOTH FEES</b>	<b>MEMBER RATE BY 6/30/06</b>	<b>MEMBER RATE AFTER 6/30/06</b>	<b>NON-MEMBER RATE BY 6/30/06</b>	<b>NON-MEMBER RATE AFTER 6/30/06</b>
<b>Booth</b>	\$945	\$1,025	\$1,025	\$1,125
<b>Corner Booth</b>	\$1,181	\$1,260	\$1,260	\$1,325

In order to guarantee exhibit space, your reservation and a fifty percent deposit must be included with the exhibit space application. Once your application and deposit are received, you will be sent a confirmation. Exhibit Service Kit will be shipped by August 30, 2006. The balance is due October 5th. Space cost must be paid in full before installation of the exhibit space will be permitted. If exhibit space is booked during the 30 days prior to the show, payment in full is due at time of contract.

We accept checks, Mastercard, VISA, American Express and Discover. There is a \$25 bank fee for any returned checks.

**Rental Includes:** 8' x 10' booth, uniform booth background, identification sign, one skirted 6' table with two chairs, general illumination, listing in the *Preliminary Program*, *Final Program* and the Conference Edition of the *ATA Chronicle*, two complimentary full-conference registrations and post-show attendee list.

Exhibitors are responsible for additional furniture, electricity, carpeting and drayage.

**All booths are assigned on a first-come, first-served basis.**

**Contact Information:** McNeill Group Inc.

385 Oxford Valley Road, Suite 420  
Yardley, PA 19067

**Phone:** 215-321-9662

**Fax:** 215-321-9636

# American Translators Association

47th Annual Conference's Sponsorship Opportunities and Benefits

## Sheraton Hotel • New Orleans, Louisiana November 1-4, 2006

### Gold Sponsorship: \$3,700 Contribution

#### VALUE OF BENEFIT

- ◆ Recognition as a Gold Sponsor including company name, 4-color logo, and 100-word profile included in the:
  - Preliminary and Final Conference Programs
  - Conference Issue of the The ATA Chronicle (October issue)
  - ATA's Conference Website – **\$1425**
- ◆ Acknowledgement as the sponsor of an event of your choice including company name appearing in all signage and advertisements for that event included in the:
  - Preliminary and Final Conference Programs
  - ATA's Conference Website – **\$1125**
- ◆ Display of your company banner (not to exceed 50 sq ft) at the event you choose to sponsor. – **\$150**
- ◆ Four complimentary conference registrations. – **\$1340**
- ◆ Banner advertisement on ATA's Conference Website. – **\$525**
- ◆ Two items to be included in totebag, which is given to every paid attendee. – **\$1100**
- ◆ Pre- and post-conference mailing lists. – **\$440**

**TOTAL VALUE OF GOLD SPONSORSHIP: \$6105**

### Silver Sponsorship: \$2,700 Contribution

#### VALUE OF BENEFIT

- ◆ Recognition as a Silver Sponsor including company name, 4-color logo, and 50-word profile included in the:
  - Preliminary and Final Conference Programs
  - Conference Issue of the The ATA Chronicle (October issue)
  - ATA's Conference Website – **\$1125**
- ◆ Acknowledgement as the sponsor of an event of your choice including company name appearing in all signage and advertisements for that event included in the:
  - Preliminary and Final Conference Programs
  - ATA's Conference Website – **\$1125**
- ◆ Display of your company banner (not to exceed 50 sq ft) at the event you choose to sponsor. – **\$150**
- ◆ Two complimentary conference registrations. – **\$670**
- ◆ Banner advertisement on ATA's Conference Website. – **\$525**
- ◆ One item to be included in totebag, which is given to every paid attendee. – **\$550**
- ◆ Pre- and post-conference mailing lists. – **\$440**

**TOTAL VALUE OF SILVER SPONSORSHIP: \$4585**

### Bronze Sponsorship: \$2,200 Contribution

#### VALUE OF BENEFIT

- ◆ Recognition as a Bronze Sponsor including company name, and 50-word profile included in the:
  - Preliminary and Final Conference Programs
  - Conference Issue of the The ATA Chronicle (October issue)
  - ATA's Conference Website – **\$925**
- ◆ Acknowledgement as the sponsor of an event of your choice including company name appearing in all signage and advertisements for that event included in the:
  - Preliminary and Final Conference Programs
  - ATA's Conference Website – **\$1125**
- ◆ Display of your company banner (not to exceed 50 sq ft) at the event you choose to sponsor. – **\$150**
- ◆ One complimentary conference registration. – **\$335**
- ◆ One item to be included in totebag, which is given to every paid attendee. – **\$550**
- ◆ Pre- and post-conference mailing lists. – **\$440**

**TOTAL VALUE OF BRONZE SPONSORSHIP: \$3525**

### Contributor: \$550 Contribution

#### VALUE OF BENEFIT

- ◆ Recognition as a Contributor including company name:
  - Preliminary and Final Conference Programs
  - Conference Issue of the The ATA Chronicle (October issue)
  - ATA's Conference Website – **\$725**

**TOTAL VALUE OF CONTRIBUTOR: \$725**

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**Contact Information:** McNeill Group Inc.  
385 Oxford Valley Road  
Suite 420  
Yardley, PA 19067  
**Phone:** 215-321-9662  
**Fax:** 215-321-9636

\* **PLEASE NOTE:** All events can have more than one sponsor.

# American Translators Association

47th Annual Conference Marketing Opportunities Order Form

## Sheraton Hotel • New Orleans, Louisiana November 1-4, 2006

Please check the opportunity you wish to take advantage of:

### Sponsorships:

- Gold Sponsor: (Specify Event: \_\_\_\_\_) ..... \$3,700
- Silver Sponsor: (Specify Event: \_\_\_\_\_) ..... \$2,700
- Bronze Sponsor: (Specify Event: \_\_\_\_\_) ..... \$2,200

### Event Sponsorships:

- Welcome Reception
- Job Exchange
- Continental Breakfasts & Coffee Breaks
- Closing Reception & Banquet
- Network Session
- Closing Dance
- Exhibit Area Coffee Break
- Cyber Café
- Massage Area
- Mentoring Lunch
- Division-Specific Events (Specify Event: \_\_\_\_\_)
- Tote Bag Insert

Please fill in the following information exactly as it should appear in the printed program and fax to 215-321-9636.

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State/Province: \_\_\_\_\_ ZIP/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Country: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Card Holder's Name: \_\_\_\_\_

Credit Card Type:  Visa  MasterCard  Discover  AMEX Expiration Date: \_\_\_\_\_

Billing Address (if different): \_\_\_\_\_

The McNeill Group is hereby authorized to use this credit card for payment of the chosen marketing opportunities.

Authorized Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Senior Company Official to be in Attendance: \_\_\_\_\_

# Your Investment



## Advertising Rates

### MECHANICAL REQUIREMENTS

#### Ad Sizes

Full Page	7 <sup>1</sup> / <sub>4</sub> " x 10"
2/3 Page Vertical	4 <sup>3</sup> / <sub>8</sub> " x 10"
1/2 Page Horizontal	7 <sup>1</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
1/2 Page Vertical	3 <sup>1</sup> / <sub>2</sub> " x 10"
1/3 Page Vertical	2 <sup>1</sup> / <sub>4</sub> " x 10"
1/3 Page Square	4 <sup>3</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
1/4 Page	3 <sup>1</sup> / <sub>2</sub> " x 4 <sup>3</sup> / <sub>4</sub> "
1/6 Page	2 <sup>1</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> "

#### Classified Ads

1 column: 2<sup>1</sup>/<sub>4</sub>", 2 column: 4<sup>7</sup>/<sub>8</sub>", 3 column: 7<sup>1</sup>/<sub>4</sub>"

### GENERAL REQUIREMENTS

- Publication Trim Size:** 8<sup>1</sup>/<sub>2</sub>" wide x 11" deep
- Film:** Negatives are preferred (though camera ready art is accepted) Must be one piece, right reading, emulsion side down; 133 line screen.
- Four-Color Ads:** Progressive proofs required. Standard process inks to be used.
- Digital Format:** Call for specs.
- Disposition of Materials:** Held one year from date of last insertion, then destroyed unless instructed otherwise.

### ONLINE ADVERTISING

[www.atanet.org](http://www.atanet.org)  
Banner ads are accepted on select areas of website.  
\$550 / Month  
Please note: Banner advertising is limited.

### CLOSING DATES

Issue	Closing
January	December 6, 2005
February	January 6, 2006
March	February 6, 2006
April	March 6, 2006
May	April 6, 2006
June	May 6, 2006
July	June 6, 2006
August	July 6, 2006
September	August 6, 2006
October	September 6, 2006
November/December	October 6, 2006

Black & White	1x	3x	6x	11x
Full Page	\$2,104	\$1,985	\$1,864	\$1,696
2/3 Page	\$1,391	\$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

#### Color

Spot Color: Add \$475 per color  
Four Color: Add \$1,045

Covers	1x	3x	6x	11x
Cover 2 (Inside Front)	\$4,200	\$3,985	\$3,788	\$3,573
Cover 3 (Inside Back)	\$3,863	\$3,658	\$3,468	\$3,263
Cover 4 (Back Cover)	\$4,632	\$4,421	\$4,210	\$3,858

Classified Rates	1x	3x	6x	11x
Display classified <small>(1" minimum increasing in 1/4" increments)</small>	\$140	\$135	\$130	\$125
Classified by word <small>(15 word minimum)</small>	\$9	\$8	\$7	\$6

#### Preferred Positions

Orders specifying positions other than the covers will be guaranteed for 20% premium of black and white rate. Guaranteed space only for 1/3 page ads or larger. Consult your sales representative for availability.

### Send all space reservations & materials to:

McNeill Group, Inc.  
385 Oxford Valley Rd., Suite 420  
Yardley, PA 19067  
Ph: 215-321-9662 • Fax: 215-321-9636

**Please call your sales representative for more information**