



American Translators Association

# 52nd Annual Conference

Boston, Massachusetts ★ October 26–29, 2011 ★ Marriott Copley Place

## Print Advertising Opportunities

### Advertise in the Programs

**PRELIMINARY PROGRAM:** Mailed in mid-July to all 11,000-plus 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. Full-page ads will appear in the program. All other ads will appear in conference preview issue of *The ATA Chronicle* which are mailed together to all members. All ads include a 50-word profile in the special conference section of *The ATA Chronicle*.

**FINAL PROGRAM:** Distributed onsite to more than 1,800 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—**

#### Closing Dates:

**Preliminary Program Closing Date:** May 27, 2011

**Final Program Closing Date:** September 2, 2011

**Advertising Package:** Includes advertising space in the both the Preliminary and Final Programs. Contact Caron Mason for special pricing.

### Dimensions & Prices

	Ad Size	B/W	4-Color
Full Page With Bleeds	9" x 11½"	\$1,940	\$3,015
Live Area	8" x 10½"		
½ Page Horizontal	7" x 5¼"	\$1,025	\$2,095
½ Page Vertical	3½" x 10"	\$1,025	\$2,095
¼ Page Vertical	3½" x 4¼"	\$595	\$1,670
<b>COVERS (four-color):</b>			
Cover 2 (inside front)	8" x 10½"		\$3,885
Cover 3 (inside back)	8" x 10½"		\$3,565
Cover 4 (back cover)	8" x 10½"		\$4,300
Total design area with bleeds:	9" x 11½"		

### Preferred Positions

Orders specifying positions other than the covers will be guaranteed for 20% premium of black and white rate. Guaranteed space only for half-page ads or larger and are non-cancelable. Consult Jeanene Harris 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:** 8½" wide x 11" deep with a live area of 8" x 10½"

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

**Digital File Formats:** PDF with "Press Ready" settings Acrobat 6.0 or later; EPS files with all fonts embedded or converted to outline; QuarkXpress 8.0 or later versions (Macintosh) with all artwork and fonts; All electronic submissions should include a hard copy "proof."

### 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. For the *Preliminary Program*, full payment must be in house by closing date of July 1, 2011 in order for the ad to run. For the *Final Program*, full payment must be in house by closing date of September 2, 2011 in order for the ad to run.

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

### American Translators Association

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