



Corporate Directory and Digital Advertising Rates 2016/2017

PRINT AD SPECIFICATIONS

Publication - Final Trim Size: 8.5" x 11"

AD SIZES ARE AS FOLLOWS:

FULL PAGE AD with BLEED Size:	8.75" X 11.25"	\$900
FULL PAGE AD with BLEED, Live Area:	7.5" X 10"	
Do not run text or logos outside of the LIVE AREA on bleed ads.		
FULL PAGE AD Non-Bleed SIZE:	7.5" X 10"	\$900
HALF PAGE AD HORIZONTAL SIZE:	7.5" X 4.875"	\$500
HALF PAGE AD VERTICAL SIZE:	3.125" X 10"	\$500
QUARTER PAGE AD SIZE:	3.125" X 4.875"	\$375
INSIDE COVER with BLEED Size:	8.75" X 11.25	\$1100
BACK COVER with BLEED Size:	8.75" X 11.25"	\$1000

FILE REQUIREMENTS - All files must be formatted accordingly:

- **300 DPI** (HIGH RESOLUTION)
- **CMYK**
- **PDF or JPEG** to appropriate size listed above

DEADLINE for advertising in the Directory is **July 22**. To reserve space and to submit ad material, please contact corporatemembership@apta.biz

ELECTRONIC MARKETING OPTIONS

APTA Dispatches
Weekly email blast on Thursdays
SIZE: 728 x 90
Cost: \$250.00 for 4 weeks

APTA Website
Rotating ad
SIZE: 300 x 250
Cost: \$250.00 for 4 weeks

To reserve space and to submit ad material, please contact website@apta.biz.

PRINT AD SPECIFICATIONS

FULL PAGE AD
with BLEED Size:
8.75" X 11.25"

FULL PAGE AD
with BLEED Live Area:
7.5" X 10"

Do not run text or logos outside of
the LIVE AREA on bleed ads.

FULL PAGE AD
Non-Bleed SIZE:
7.5" X 10"

HALF PAGE AD
HORIZONTAL SIZE:
7.5" X 4.875"

HALF PAGE AD
VERTICAL SIZE:
3.125" X 10"

QUARTER PAGE AD SIZE:
3.125" X 4.875"