



# Corporate Directory and Digital Advertising Rates 2017/2018

## PRINT AD SPECIFICATIONS

Publication - Final Trim Size: 8.5" x 11"  
AD SIZES ARE AS FOLLOWS:

<b>FULL PAGE AD with BLEED Size:</b> .....8.75" X 11.25"	\$900
<b>FULL PAGE AD with BLEED, Live Area:</b> .....7.5" X 10"	
Do not run text or logos outside of the LIVE AREA on bleed ads.	
<b>FULL PAGE AD Non-Bleed SIZE:</b> .....7.5" X 10"	\$900
<b>HALF PAGE AD HORIZONTAL SIZE:</b> .....7.5" X 4.875"	\$500
<b>HALF PAGE AD VERTICAL SIZE:</b> .....3.125" X 10"	\$500
<b>QUARTER PAGE AD SIZE:</b> .....3.125" X 4.875"	\$375
<b>INSIDE COVER with BLEED Size:</b> .....8.75" X 11.25"	\$1100
<b>BACK COVER with BLEED Size:</b> .....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 21**. To reserve space and to submit ad material, please contact [marketing@apta.biz](mailto:marketing@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

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## 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"