








IMPORTANT DATES

Booking Deadline	Material Deadline	Distribution
April 23, 2019	April 30, 2019	May 30, 2019

ADVERTISING RATES

Advertisement	Trim Size (WxH)	Price
 Back Cover	8.5" x 11"	\$3,500
 Inside Front Cover	8.5" x 11"	\$3,000
 Inside Back Cover	8.5" x 11"	\$3,000
 Double Page Spread	17" x 11"	\$4,000
 Full Page	8.5" x 11"	\$1,000
 Half Page	7.375" x 5"	\$500
 Quarter Page	3.5" x 5"	\$250

AD SPECIFICATIONS

PLATFORM: Macintosh platform required

ACCEPTED FILE FORMATS: Press optimized Adobe PDF/X1a compliant files are preferred. We also accept the following formats, provided they include hi-resolution CMYK images and fonts: Adobe InDesign® CS5, Adobe Illustrator® CS5 or 5 and Adobe Photoshop® CS5 or 5.

***Artwork not supplied in suitable formats will be recreated by our art department at a rate of \$150/hr.**

GRAPHICS: Raster images must be 350ppi at 100%. Uncompressed TIF files for images is preferred and EPS required for images with clipping paths. JPG files are NOT the preferred format for printing, but are acceptable if the resolution in 300dpi at 100%. Remove all colour profiles prior to saving files. We do not assume responsibility for any images that infringe on copyright or royalties for supplied images.

COLOUR: All files must be saved in CMYK mode. RGB, Index or Pantone colours must be converted to CMYK prior to submitting artwork. RGB blacks converted to CMYK must be adjusted to single colour black with maximum ink density of 250% for specials. Non-compliant images will be automatically converted to CMYK. Whatever Publishing Inc. does not assume responsibility for discrepancies that may occur as the result of this conversion.

FONTS: Convert all fonts to curves or include fonts with source file(s). Font substitutions will be made for missing or non-compliant fonts. We do not assume responsibility for content errors due to these substitutions.

PLEASE SUBMIT ALL FINAL AD ART WORK TO:
info@marioarea.com or via www.wetransfer.com

2019 ATUCAN-AM CONFERENCE BOSTON, MASSACHUSETTS JULY 14 – 18, 2019 MEDIA KIT



SPONSORSHIP & ADVERTISING OPPORTUNITIES

The annual printed program is distributed at the event to all participants, visitors, visiting sponsors as well as mailed to all ATU Local Presidents/Business Agents, ATU International leaders and sponsors.

PAYMENT INFORMATION

All cheques for sponsorship or advertising are to be made payable to
ATU Can Am Conference
and mailed to:

Kevin Morton, Secretary-Treasurer
ATU Local 113
812 Wilson Avenue
Downsview, ON, M3K 1E5
CANADA

FILE SET-UP

BLEEDS: Add 0.25" bleed on each side for full page and double-spread ads. Ad type safety: 0.5" each side near trim.

ARTWORK: Photography, Design & Artwork Production (if required) are extra. Rates start from \$250.

Email PDF files to: rcoutinho@atu113.net

