



January 10-12, 2019



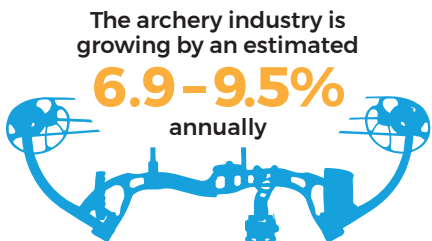
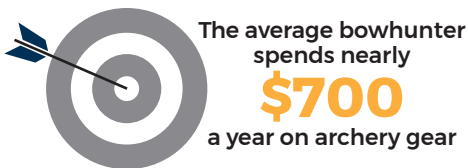
2019 ATA Show Guide

ATA Show Guide Reaches:

3,300+
Registered Buyers

4,400+
Manufacturers

9,000+
Total Attendees



Advertising Rates

CHOOSE YOUR AD SIZE

MUST BE A 2019 ATA EXHIBITOR TO ADVERTISE

4 COLOR ADS	NET	RESERVE BEFORE 12/1/18 SAVE 5%	RESERVE BEFORE 11/1/18 SAVE 10%
2 PAGE SPREAD	\$7,250	\$6,888	\$6,525
COVER 4	\$4,895	\$4,650	\$4,406
COVERS 2 & 3	\$4,500	\$4,275	\$4,050
TAB PAGES	\$4,795	\$4,555	\$4,316
FULL PAGE	\$3,995	\$3,795	\$3,596
1/2 PAGE (H/V)	\$2,795	\$2,655	\$2,516
1/3 PAGE (V)	\$2,035	\$1,933	\$1,832
1/4 PAGE (H/V)	\$1,395	\$1,325	\$1,256
1/8 PAGE (H)	\$995	\$945	\$896
PRODUCT SHOWCASE	\$795	\$750	\$595

Enhancements

HIGHLIGHTED LISTING	\$295 per listing
LOGO LISTING	\$195 per listing
CATEGORY LOGO	\$49 per listing
POCKET GUIDE	\$2,500

Ad Dates and Deadlines

AD SPACE CLOSE:	DEC. 5TH, 2018
ARTWORK DEADLINE:	DEC. 10TH, 2018
BILL DATE:	JAN. 1ST, 2019
ATA SHOW DELIVERY DATE:	JAN. 7TH, 2019



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Print Advertising Specifications

PAGE AND AD SPECS

2-PAGE SPREAD.....	WIDTH	HEIGHT
LIVE AREA*	17.50"	10.375"
TRIM	18"	10.875"
BLEED	18.5"	11.375"

FULL PAGE	WIDTH	HEIGHT
LIVE AREA*	8.5"	9.5"
TRIM	9"	10.875"
BLEED	9.5"	11.375"

FRACTIONAL ADS	WIDTH	HEIGHT
1/2 PAGE (ISLAND)	5.25"	7.5"
1/2 PAGE (VERTICAL)	4"	10"
1/2 PAGE (HORIZONTAL)	8.25"	4.875"
1/3 PAGE (VERTICAL)	4"	7.5"
1/4 PAGE (VERTICAL)	4"	4.875"
1/4 PAGE (HORIZONTAL)	8.25"	2.25"
1/8 PAGE (HORIZONTAL)	4"	2.25"

CREATING / SUBMITTING AD MATERIAL

All ad material should be submitted to your sales representative at Grand View Outdoors.

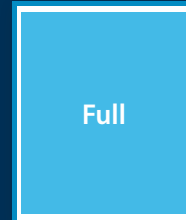
All ad files must be press-ready, high-resolution X1a type PDF files (all images should be 300 dpi and CMYK color profile). If you have any questions about ad sizes or formats, please contact your sales representative.

SALES REPRESENTATIVES:

Jared Pfeifer	jared.pfeifer@grandviewoutdoors.com	763-213-5230
Derrick Nawrocki	derrick.nawrocki@grandviewoutdoors.com	205-407-4559
Pat Boyle	patrick.boyle@grandviewoutdoors.com	920-240-7280
Ken Byers.....	ken@byersmediaonline.com	989-928-6925
Don Harris.....	don.harris@grandviewoutdoors.com	205-407-4551
Mike Kizzire	mike.kizzire@grandviewoutdoors.com	205-407-4552
Toby Shaw.....	toby@byersmediaonline.com	989-390-2466

Production/Materials/General ATA Show Guide Questions:

Brad Bisnette brad.bisnette@colepublishing.com 800-994-7990



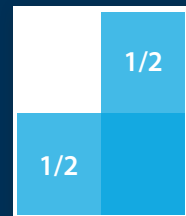
Full

Full Page:

Live Area:
8.25" x 10"

Bleed:
9.5" x 11.375"

Trim:
9" x 10.875"



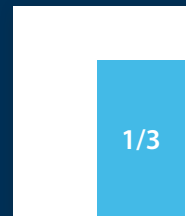
1/2

1/2

1/2 Page:

H: 8.25" x 4.875"

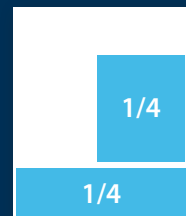
V: 4" x 10"



1/3

1/3 Page:

4" x 7.5"



1/4

1/4

1/4 Page:

H: 8.25" x 2.25"

V: 4" x 4.875"



1/8

1/8 Page:

4" x 2.25"