



January 10-12, 2019



2019 ATA Show Guide

ATA Show Guide Reaches:

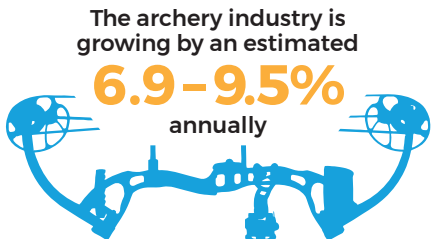
3,300+
Registered Buyers

4,400+
Manufacturers

9,000+
Total Attendees



The average bowhunter spends nearly **\$700** a year on archery gear



Advertising Rates

CHOOSE YOUR AD SIZE

MUST BE A 2019 ATA EXHIBITOR TO ADVERTISE

	NET	RESERVE BEFORE 12/1/18 SAVE 5%	RESERVE BEFORE 11/1/18 SAVE 10%
4 COLOR ADS			
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

*MUST BE AN ADVERTISER IN THE SHOW GUIDE TO PURCHASE A PRODUCT SHOWCASE

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:

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
David Farlow	david@ezflipmags.com	205-515-0332
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

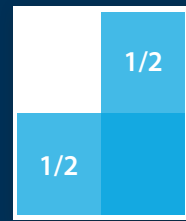
Production/Materials/General ATA Show Guide Questions:

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



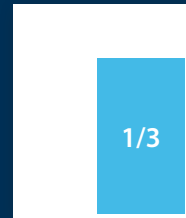
Full Page:

Live Area:
8.25" x 10"
Bleed:
9.5" x 11.375"
Trim:
9" x 10.875"



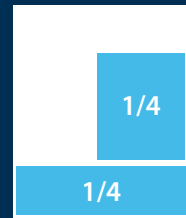
1/2 Page:

H: 8.25" x 4.875"
V: 4" x 10"



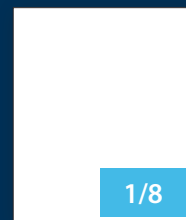
1/3 Page:

4" x 7.5"



1/4 Page:

H: 8.25" x 2.25"
V: 4" x 4.875"



1/8 Page:

4" x 2.25"