



Dear Advertising Decision Makers,

The official **2018 ATA Show Guide & Membership Directory** is a very special annual advertising opportunity. Ensure that your brand and new products are seen by the best and most active equipment buyers in the archery industry by placing an ad in the official ATA Show Guide & Membership Directory.

This prestigious title is comprised of two sections: the **Show Guide** section, which is used extensively throughout the ATA Trade Show; and the convenient **Membership Directory** section, which is a comprehensive archery industry resource that is referenced throughout the year. This dual-purpose publication is not only twice as effective, but relevant to retailers and buyers **all year long!**



There will be a total distribution of 7,000 copies of the official 2018 ATA Show Guide & Membership Directory.

• **DURING THE SHOW:**

New this year, in addition to being handed out to the attendees at the Show, the ATA Show Guide & Membership Directory will be **distributed at hotels** to Show attendees when they check in. All the essential ATA Trade Show information is contained in the ATA Show Guide & Membership Directory.

• **AFTER THE SHOW:**

Also new this year, the ATA Show Guide & Membership Directory will be **mailed to all ATA Members**. As in previous years, we will continue to mail a copy to any ATA retailer member who was unable to attend the Show, so your advertisement will have complete coverage to the ATA retailer membership list. Finally, it's mailed to federal, state and local government agencies, and throughout the outdoor business and nonprofit community, thus widening your ad's exposure even further.

BUY ONE AD in the Show Guide section, **GET A 50% DISCOUNT ON A SECOND AD** in the Membership Directory section! We've designed a special advertising program that allows you to take advantage of both highly effective sections without breaking the bank. Buy one ad at regular price in the Show Guide section, and you can get a second ad in the Membership Directory section at half price. At half price, why choose only one section? Maximize the impact of your advertisement by advertising in both!

Value and impact from your exhibition booth at the 2018 ATA Trade Show starts by advertising in the official 2018 ATA Show Guide & Membership Directory. No other marketing venue at the Show offers you as much value, both at the Show and throughout the year.

Get your message into the hands of those that matter, when it matters. Place an ad with the official 2018 ATA Show Guide & Membership Directory.

Ad Space Deadline: 12/05/17 • Ad Materials Due: 12/11/17

Warmest personal regards,

Sherry Krenz • Publisher • 877-499-9988, ext 112 • sherry@zebrapub.com

For more information, contact advertising support at 877-499-9988, ext 113, or email advertising@zebrapub.com.





Now that You've Invested in Your Booth...
Boost Your Impact at the Show by Advertising in the
2018 ATA Show Guide & Membership Directory!

2018 ATA Show Guide & Membership Directory Insertion Order

SHOW GUIDE SECTION

1 • Choose your ad size:

Must be a 2018 ATA Exhibitor or Manufacturer's Supplier to advertise.

| SIZES | 4-COLOR | B&W |
|-----------|----------------------------------|----------------------------------|
| Spread | <input type="checkbox"/> \$6,995 | <input type="checkbox"/> \$4,695 |
| Full Page | <input type="checkbox"/> \$3,995 | <input type="checkbox"/> \$2,695 |
| 2/3 Page | <input type="checkbox"/> \$3,195 | <input type="checkbox"/> \$2,195 |
| 1/2 Page | <input type="checkbox"/> \$2,495 | <input type="checkbox"/> \$1,695 |
| 1/3 Page | <input type="checkbox"/> \$1,895 | <input type="checkbox"/> \$1,295 |
| 1/4 Page | <input type="checkbox"/> \$1,395 | <input type="checkbox"/> \$995 |
| 1/6 Page | <input type="checkbox"/> \$995 | <input type="checkbox"/> \$755 |
| 1/8 Page | <input type="checkbox"/> \$795 | <input type="checkbox"/> \$575 |
| 1/12 Page | <input type="checkbox"/> \$595 | <input type="checkbox"/> \$455 |

Color Logo **\$395**

Two color logos located above your listing in both Show Guide and Membership Directory sections.

FREE WITH DISPLAY AD PURCHASE.

Manufacturer's Supplier Color Logo **\$295**

One color logo located above your listing in Membership Directory section only.

FREE WITH DISPLAY AD PURCHASE.

| PREMIUM POSITION | 4-COLOR |
|------------------|----------------------------------|
| Tabbed Insert | <input type="checkbox"/> \$4,775 |
| Cover 2 | <input type="checkbox"/> \$4,525 |
| Cover 3 | <input type="checkbox"/> \$4,295 |
| Cover 4 | <input type="checkbox"/> \$4,875 |

MEMBERSHIP DIRECTORY SECTION

Special Offer!

HALF PRICE!

2 • Choose a 2nd bonus ad at a 50% DISCOUNT!

- Must be a 2018 ATA Exhibitor or Manufacturer's Supplier to advertise.
- Must purchase 1st ad at the regular rate in Show Guide Section.
- 2nd ad size must be equal to or smaller than 1st ad size.

| SIZES | 4-COLOR | B&W |
|-----------|----------------------------------|----------------------------------|
| Spread | <input type="checkbox"/> \$3,495 | <input type="checkbox"/> \$2,345 |
| Full Page | <input type="checkbox"/> \$1,995 | <input type="checkbox"/> \$1,345 |
| 2/3 Page | <input type="checkbox"/> \$1,595 | <input type="checkbox"/> \$1,095 |
| 1/2 Page | <input type="checkbox"/> \$1,245 | <input type="checkbox"/> \$845 |
| 1/3 Page | <input type="checkbox"/> \$945 | <input type="checkbox"/> \$645 |
| 1/4 Page | <input type="checkbox"/> \$695 | <input type="checkbox"/> \$495 |
| 1/6 Page | <input type="checkbox"/> \$495 | <input type="checkbox"/> \$375 |
| 1/8 Page | <input type="checkbox"/> \$395 | <input type="checkbox"/> \$285 |
| 1/12 Page | <input type="checkbox"/> \$295 | <input type="checkbox"/> \$225 |

ATA Show Dates: January 11–13, 2018

Quantity: 7,000

AD SPACE CLOSE: 12/05/17

AD MATERIALS DUE: 12/11/17

3 • Fill this out with your information:

Exhibitor Booth # _____

Company Name _____ Contact Name _____

Phone _____ Fax _____ Email _____

Credit Card # _____ Exp _____

Authorizing Signature _____ Date _____

By signing and returning this form with your payment you are acknowledging that the order information above is correct and that you want placement in the 2018 ATA Show Guide & Membership Directory as described above. By signing you also agree to the payment terms and conditions established by Zebra Publishing Inc. To view complete terms and conditions go to www.zebrapub.com/pdf/atac.pdf.

SUBMIT

Please complete this form and click the **SUBMIT** button, or fax to: **719-495-8899**, or email to: **advertising@zebrapub.com**. For more information, contact advertising support at **877-499-9988, ext 113**.

The ATA Show Guide & Membership Directory is produced by Zebra Publishing Inc., publishers of *Inside Archery* and *Bowhunt America*.





2018 Print Advertising Specifications

All ad sizes are listed width x height in inches.

2-Page Spread

Bleed
16.5 x 11
Final Trim
16.25 x 10.75

Mechanical Requirements:

| | |
|-------------------------------------|-----------------|
| Finished Publication Size: | 8.125" x 10.75" |
| Full Page Trim Size: | 8.125" x 10.75" |
| Full Page Size with Bleed Area: | 8.375" x 11" |
| 2-Page Spread Trim Size: | 16.25" x 10.75" |
| 2-Page Spread Size with Bleed Area: | 16.5" x 11" |

- Live area must be at least .375" in from trim on all sides.
- Bleeds must be at least .125" out from trim on all sides.
- Printing process: Heat-Set Web.
- Binding: Perfect Bound.

Ad Submission Requirements:

Ads must be sent digitally, adhere to the guidelines on this page, and arrive by the deadlines provided.

- PDF file format
- 300 DPI
- CMYK
- Include bleeds and crop marks based on our size specifications

Ad sizes and bleeds must fit the advertising specifications provided. Zebra Publishing Inc. cannot guarantee exact display size and/or cropping if the required sizes are not provided. We MAY be able to accept ads in other formats, but exact digital color conversion cannot be guaranteed. If ads are being submitted in other formats, please contact advertising@zebrapub.com or call 877-499-9988 ext. 113.

Zebra Publishing Inc., producers of *Inside Archery*, and the *ATA Show Guide and Membership Directory*, are not responsible for any errors if said guidelines and/or deadlines are not met. Zebra Publishing Inc. is not responsible for any ad content errors provided by the client. Ads that don't meet these specifications will incur additional graphic design charges. Design and production charges will be billed at \$120 per hour, with a minimum half-hour charge of \$60. Ad design is available at the aforementioned rates.

Files can be sent on CD/DVD/USB, via email to advertising@zebrapub.com or by using our FTP site. For upload information, or any other questions about submitting digital ads, email advertising@zebrapub.com or call 877-499-9988 ext. 113.

See Terms and Conditions at insidearchery.com/pdf/atac.pdf

Full Page

Bleed
8.375 x 11
Final Trim
8.125 x 10.75

1/3rd Page
2.25 x 10

2/3
Column
4.75 x 10

1/2 Page

7.25 x 4.75

1/6 Vertical
2.25 x 4.75

1/3 Page
4.75 x 4.75

1/2 Page Spread

Bleed
16.5 x 5.5
Final Trim
16.25 x 5.25

1/2
Vertical
4.75 x 7.5

1/4 Column
2.25 x 7.5

1/6 Horizontal
4.75 x 2.25

1/4 Vertical
3.5 x 4.75

1/2 Column
3.5 x 10

1/3 Flat
7.25 x 3.5

1/4 Flat
7.25 x 2.25

1/4 Horizontal
4.75 x 3.5

Specifications are compatible with ZPI titles produced, including the 2018 *ATA Show Guide and Membership Directory* and *Inside Archery*.