



# Advertising Opportunities Order Form

American Traffic Safety Services Association

2019 Annual Convention & Traffic Expo

Convention: February 8-12, 2019 • Traffic Expo: February 10-12, 2019

Tampa Convention Center, Tampa, Florida

**ATSSA's Traffic Expo Magazine** is sent to more than 15,000 roadway safety and DOT professionals prior to ATSSA's 2019 Annual Convention & Traffic Expo.

Advertisers also receive one free banner ad on ATSSA's 2019 Convention & Traffic Expo Mobile App and two mobile app push notifications during the event.

Don't miss this ideal opportunity to introduce new, innovative products and promote your business and services!

### Reserve ad space by: June 15, 2018

*The completed form below and full payment must be received by this date.*

### Artwork submission deadline: August 1, 2018

#### Ad Specifications: 2019 Traffic Expo Magazine

Publication trim size: 8.5" w x 11" h

Ad Size	Ad Dimensions	Bleed
Full-page ad	8.5" w x 11" h	Add 1/8" bleed on all 4 sides
2-page spread	17" w x 11" h	Add 1/8" bleed on all 4 sides
Half-page ad	8" w x 5" h	NO BLEED
Half-page ad on back cover	8.5" w x 5.5" h	Add 1/8" bleed on all 4 sides
One-third-page ad	2.5" w x 9.875" h	NO BLEED

**ATSSA's Traffic Expo Program & Exhibit Guide** is an exclusive exhibitor-only benefit! This attendee reference guide is for all things traffic during ATSSA's 2019 Annual Convention & Traffic Expo.

Your message will reach nearly 3,500 roadway safety and DOT professionals attending the event.

### Reserve ad space by: July 12, 2018

*The completed form below and full payment must be received by this date.*

### Artwork submission deadline: September 30, 2018

#### Ad Specifications: 2019 Traffic Expo Program & Exhibit Guide

Publication trim size: 5" w x 9.5" h

Coil binding covers 0.375" of page on inside edge

Please ensure that all text and important graphics are at least 0.5" from page trim edges.

Ad Size	Ad Dimensions	Bleed
Full-page ad	5" w x 9.5" h	Add 1/8" bleed on all 4 sides
2-page spread	10" w x 9.5" h *	Add 1/8" bleed on all 4 sides

*\* Please note that 0.375" on the inside edge of each page (total 0.75" in center of spread) will be covered by coil binding.*



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## ACCEPTED FILE FORMAT AND SUBMISSION

4C, 300 dpi, press-ready PDF with bleeds and crop marks.

Please send press-ready artwork to [bill.dallas@atssa.com](mailto:bill.dallas@atssa.com) via email or your file transfer program.

## ARTWORK POLICIES

**All artwork must be provided to ATSSA on or before the submission deadline.**

If you are a new advertiser and your ad is not received by the due date, your ad may not be included and your ad fee may not be refunded.

If you are a previous advertiser and have renewed your ad position for the 2019 Traffic Expo Magazine or Traffic Expo Program & Exhibit Guide, and your ad is not received by the due date, ATSSA reserves the right to print the same ad provided for the 2018 material. Please provide a new ad if possible.

## ADVERTISING OPTIONS

### 2019 Traffic Expo Magazine

Reserve ad space with full payment by June 15, 2018. Artwork is due August 1, 2018.

Indicate Choice	Ad Size	Position	List Price
<input type="checkbox"/>	Full Page	Inside Front Cover	\$5,850
<input type="checkbox"/>	Full Page	Inside Back Cover	\$5,650
<input type="checkbox"/>	2-Page Spread	Centerfold	\$4,000
<input type="checkbox"/>	Full Page	Back Cover	\$6,000
<input type="checkbox"/>	Half Page	Various	\$1,900
<input type="checkbox"/>	One-third Page	Various	\$1,500

### 2019 Traffic Expo Program & Exhibit Guide

Reserve ad space with full payment by July 12, 2018. Artwork is due September 30, 2018.

Indicate Choice	Ad Size	Position	List Price
<input type="checkbox"/>	Full Page	Inside Front Cover – Full Page	\$5,850
<input type="checkbox"/>	Full Page	Inside Back Cover – Full Page	\$5,850
<input type="checkbox"/>	Full Page	Outside Back Cover – Full Page	\$5,975
<input type="checkbox"/>	2-Page Spread	Tab 1 – Saturday & Sunday at a Glance – Front and Left-facing	\$3,625
<input type="checkbox"/>	Full Page	Tab 1 – Saturday & Sunday at a Glance – Back	\$3,025
<input type="checkbox"/>	2-Page Spread	Tab 2 – Monday & Tuesday at a Glance – Front and Left-facing	\$3,175
<input type="checkbox"/>	Full Page	Tab 2 – Monday & Tuesday at a Glance – Back	\$3,025
<input type="checkbox"/>	2-Page Spread	Tab 3 – Exhibitor Description by Company (A - J) – Front and Left-facing	\$3,175
<input type="checkbox"/>	Full Page	Tab 3 – Exhibitor Description by Company (A - J) – Back	\$3,025
<input type="checkbox"/>	2-Page Spread	Tab 4 – Exhibitor Description by Company (K - Z) – Front and Left-facing	\$3,175
<input type="checkbox"/>	Full Page	Tab 4 – Exhibitor Description by Company (K - Z) – Back	\$3,025
<input type="checkbox"/>	Full Page	Tab 5 – Alphabetical Listing of Exhibitors – Front	\$3,175
<input type="checkbox"/>	Full Page	Tab 5 – Alphabetical Listing of Exhibitors – Back	\$3,175
<input type="checkbox"/>	Full Page	Tab 6 – New Products Rollout – Front	\$2,775
<input type="checkbox"/>	Full Page	Tab 6 – New Products Rollout – Back	\$2,750



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## ADVERTISING RESERVATION FORM

Please return this completed form to ATSSA on or before:

- Traffic Expo Magazine – June 15, 2018
- Traffic Expo Program & Exhibit Guide – July 12, 2018

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_  
 Zip: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

\_\_\_\_\_ Initial here if you wish to improve your ad position if available.

## ADVERTISEMENT POLICY

Advertiser must be an exhibitor in order to advertise in the *Traffic Expo Magazine* or the *Traffic Expo Program & Exhibit Guide*. If previous artwork for the ad is not available and Advertiser has not provided new artwork at the time of printing, all ad fees will still be charged and the ad position may be resold. No refund will be provided.

## CANCELLATION POLICY

**AD RESERVATIONS MAY NOT BE CANCELLED WITHOUT PENALTY.** Penalty includes all ad fees collected from Advertiser at time of cancellation. These ad fees WILL NOT BE REFUNDED and ATSSA reserves the right to charge an additional \$500 Cancellation Fee, up to but not exceeding the original agreed-upon ad price.

## PAYMENT INFORMATION

**A credit card must be provided to reserve ads.** The full payment of total advertising will be charged to your credit card immediately.

Full advertisement list price due at signing: \$ \_\_\_\_\_

Charge my:             VISA             MC             AMEX  
 Card Number: \_\_\_\_\_  
 Exp. Date (MM/YY): \_\_\_\_\_ CVV Number \_\_\_\_\_ Billing Zip: \_\_\_\_\_  
 Cardholder Name: \_\_\_\_\_  
 Authorized Signature: \_\_\_\_\_

## REQUIRED STATEMENT

By intitaling here \_\_\_\_\_, Advertiser acknowledges the NO CANCELLATION/NO REFUND POLICY. By signing below, Advertiser agrees to the terms listed above in their entirety and authorizes ATSSA to charge the credit card as outlined above.

Signature \_\_\_\_\_ Date \_\_\_\_\_

*Publisher reserves the right to refuse any advertisements that it deems unsuitable for publication.*