



Advertising Opportunities Order Form

American Traffic Safety Services Association

2018 Annual Convention & Traffic Expo

January 26-30, 2018 • San Antonio, Texas

ATSSA's Traffic Expo Magazine is sent to more than 20,000 roadway safety and DOT professionals prior to ATSSA's 2018 Annual Convention & Traffic Expo.

Advertisers also receive one free banner ad on ATSSA's 2018 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 16, 2017

The completed form below and 50% deposit must be received by this date.

Artwork submission deadline: August 14, 2017

Ad Specifications: 2018 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 2018 Annual Convention & Traffic Expo.

Your message will reach more than 3,300 roadway safety and DOT professionals attending the event.

Reserve ad space by: July 10, 2017

The completed form below and 50% deposit must be received by this date.

Artwork submission deadline: October 27, 2017

Ad Specifications: 2018 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 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 2018 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 2017 material. Please provide a new ad if possible.

ADVERTISING OPTIONS

2018 Traffic Expo Magazine

Reserve ad space with 50% deposit by June 16, 2017. Remaining balance due July 21, 2017.

Artwork due August 14, 2017.

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

2018 Traffic Expo Program & Exhibit Guide

Reserve ad space with 50% deposit by July 10, 2017. Remaining balance due August 11, 2017.

Artwork due October 27, 2017.

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

Contact: Bill Dallas

bill.dallas@atssa.com

Phone: 800-272-8772

Direct: 540-376-3864



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ADVERTISING RESERVATION FORM

Please return this completed form to ATSSA on or before:

- Traffic Expo Magazine – June 16, 2017
- Traffic Expo Program & Exhibit Guide – July 10, 2017

Name: _____

Company: _____

Address: _____

City: _____

State: _____

Zip: _____

Country: _____

Phone: _____

Fax: _____

Email: _____

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

DEPOSIT PAYMENT INFORMATION

A credit card must be provided to reserve ads. The initial deposit of 50% of each ad purchased will be charged to your credit card immediately. The remaining balance is due:

- Traffic Expo Magazine – July 21, 2017
- Traffic Expo Program & Exhibit Guide – August 11, 2017

If invoices are not paid per the invoice terms, the credit card will be charged.

50% of advertisement list price due at signing: \$ _____

Charge my: VISA MC AMEX

Card Number: _____

Exp. Date (MM/YY): _____ CVV Number _____

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.

Contact: Bill Dallas

bill.dallas@atssa.com

Phone: 800-272-8772

Direct: 540-376-3864