

RESERVATION & MATERIAL DUE DATES

As of May 22, 2009, ad sales for the 2009 CDN will be closed. Space reservations are sold on a first-come, first-serve basis.

PRINTING SPECIFICATIONS

150 line screen, Trim size: 11" x 14"

Macintosh or PC-formatted disk with ad provided as a .PDF, .EPS or TIFF file

- Fonts must be embedded and/ or converted to outline
- Hard copy must be mailed or faxed

Four-color: NATA requires a color proof. PMS colors must be submitted as four-color process

Convention Daily News Advertising Rates/ Frequency (gross)

	3X	Advertising Sizes	
		Horizontal	Vertical
4-Color			
Spread	9486		
Full Page	5509	10"x 14"	-
1/2 Page	3641	10"x 7"	5"x 14"
1/4 Page	2891	5"x 7"	-
Business Card	n/a	-	-

Black & White

Spread	7011		
Full Page	4016	10"x 14"	-
1/2 Page	2570	10"x 7"	5"x 14"
1/4 Page	1821	5"x 7"	-
Business Card	568	-	2"x 4.875"

2-Color

BW Rates + 350

Production Schedule/ Deadlines

	Space	Materials	Distribution Date
Annual Meeting 2008	May 22	May 29	June 17-21