

Convention Daily News

Frequency: 3X during the NATA Annual Meeting

Qualified Circulation: 9,000+ per day

The *Convention Daily News* (CDN) is our most visible resource for last-minute program changes, association news and trade show updates during the NATA Annual Meeting. Therefore, it is a very valuable tool for attendees!

Plus, the *CDN Trade Show Planner* section is included in EVERY registration packet and then is nested with each day's CDN.

A digital version of the CDN is posted daily for members who can't attend the show, so your Annual Meeting presence extends far beyond the city limits.

2011 Production Deadlines

Space Reservations: May 25

Materials: June 8

Distribution: June 20-21-22

Printing Specifications

- 150 line screen
- Trim size: 11" x 14"
- Digital 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.

*** Please note:** ads that use the term "trainer" or "training room" instead of "athletic trainer" or "athletic training facility" will not be accepted. NATA reserves the right to reject ads deemed improper for our audience.

CDN Advertising Rates & Sizes

	Rate (3x)	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"	N/A
Business Card	750	4.75" x 2.25"	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"	N/A
Business Card	568	4.75" x 2.25"	N/A
2-Color	B/W rates +350		