

NATA News

Frequency: Monthly

Qualified Circulation: 32,000+

More athletic trainers read the award-winning NATA News than any other sports medicine magazine, because it's placed in the hands of every NATA member, every month. You won't find better market saturation with any other publication.

Special Bonus for Advertisers

If your company advertises in the NATA News, you are guaranteed at least one spot – for FREE – in our Supply & Demand section, where we feature 150-word descriptions and photos of products or services important to athletic trainers.

Best Return on Investment

- 80% of NATA members depend on the NATA News as their first source of professional news
- 90% read the NATA News on a regular basis
- 97% take note of the advertising as a key source of product information

Digital Edition

The NATA News is printed and mailed to all members, and it is also posted online in digital format for members to download, read on their smartphones or browse (including archives). **Ask us about special ways to enhance your ad for the digital edition!**

Printing Specifications

- 150 line screen, web press, notch bound
- Trim size: 8-3/8" x 10-7/8"
- 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
- Bleed requirements: Copy must measure at least 8-5/8" x 11-1/8" with usable area within 8-1/8" x 10-5/8"
- 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.

NATA News Advertising Rates & Sizes

	Open	3x	6x	9x	12x	Horizontal	Vertical
Discount		3%	5%	7%	10%		
4-Color							
Spread	6866	6661	6526	6385	6179		
Full page	3350	3250	3182	3115	3015	7" x 10"	
1/2 page	2775	2692	2636	2581	2498	7" x 4.875"	
1/3 page	2631	2552	2500	2446	2367	7" x 3.75"	
1/4 page	2088	2025	1984	1941	1879		3.375" x 4.875"



NATA News Advertising Rates & Sizes *continued*

	Open	3x	6x	9x	12x	Horizontal	Vertical
Black & White							
Spread	4744	4602	4508	4412	4269		
Full page	2287	2218	2173	2126	2057	7" x 10"	
1/2 page	1714	1663	1629	1595	1543	7" x 4.875"	
1/3 page	1452	1409	1380	1351	1307	7" x 3.75"	
1/4 page	1026	996	976	954	923		3.375" x 4.875"
2-Color							
BW Rates	+ 350						
Premiums							
Cover 2		4055	3852	3660	3442		
Cover 3		3681	3497	3322	3188		
Cover 4		5266	5003	4752	4470		
Table of Contents					3641		
Cover Story					3121		
Insertion		3500					
Preferred		10%					

NATA News Deadlines & Editorial Highlights

	Space Reserved	Materials due @ NATA	Inserts due @ printer	Mailing Completed	Editorial Highlights
January	Dec. 1	Dec. 8		Jan. 5	<ul style="list-style-type: none"> National AT Month Promotion 2011 Annual Meeting Preview Volunteer Recognition
February	Jan. 3	Jan. 5		Feb. 2	<ul style="list-style-type: none"> Convention Preliminary Program Convention Housing & Registration Things to Do in New Orleans
March	Jan. 25	Feb. 1		March 2	<ul style="list-style-type: none"> Weight Management in Sport Diversity Group's 25th Anniversary 2011 Annual Meeting Updates
April	March 1	March 8		April 6	<ul style="list-style-type: none"> Critical Incident Stress Mgmt. AT Employment Outlook Heat Illness/Hydration Review
May	March 29	April 5		May 4	<ul style="list-style-type: none"> Convention Issue Trade Show Planner! Hall of Fame & Award Recipients
June	April 26	May 3		June 1	<ul style="list-style-type: none"> Building & Stocking AT Facilities Last-minute Convention Updates How to Choose an ATEP
July	May 31	June 7		July 6	<ul style="list-style-type: none"> National AT Month Review Emergency Planning
August	June 29	July 5		Aug. 3	<ul style="list-style-type: none"> Post-Convention Issue State of the Association Address Convention Photos
September	July 29	Aug. 4		Sept. 1	<ul style="list-style-type: none"> Social Media: What, When & Why The Role of High School Students 2012 Call for Involvement
October	Aug. 30	Sept. 6		Oct. 5	<ul style="list-style-type: none"> Advice for Young Professionals Membership Renewal
November	Sept. 27	Oct. 4		Nov. 2	<ul style="list-style-type: none"> Legislation & Reimbursement Treatment Trends
December	Oct. 25	Nov. 8		Dec. 1	<ul style="list-style-type: none"> NATA Annual Report Card What Has NATA Done for You

For more information, contact **Jim Hawarden**, Corporate Sales Manager, at 972.532.8835.