

AD SPECS



Courier • Membership Directory • Convention Daily Newsletter • Trip Planners

(All dimensions are width by height)

Covers

Bleed Size.....8-5/8" x 11-1/8"
Trim Size.....8-3/8" x 10-7/8"
Live Area.....7" x 10"

Full Page

Bleed Size.....8-5/8" x 11-1/8"
Trim Size.....8-3/8" x 10-7/8"
Live Area.....7" x 10"

2/3 Page

Vertical.....4-5/8" x 10"
*2/3 Vertical does not apply to Newsletter

1/2 Page

Vertical.....4-5/8" x 7-1/4"
Horizontal.....7" x 4-7/8"

1/3 Page

Vertical.....2-1/4" x 10"
Horizontal.....4-5/8" x 4-7/8"

1/6 Page

Vertical.....2-1/4" x 4-7/8"
Horizontal.....4-5/8" x 2-3/8"

Logos (Directory & Trip Planners)

-no longer than 1-3/4" -4-Color
-300 dpi at 100%

2011 Courier Material Deadlines

January: November 10

April: February 9

July: May 11

October: August 10

February: December 8

May: March 9

August: June 8

November: September 7

March: January 19

June: April 13

September: July 13

December: October 12

2011 Membership Directory Material Deadline: March 16

2011 Convention Daily Newsletter: September 15

2011 Trip Planner for Student Travel: October 15, 2010

2011 Trip Planner for Group Leaders: May 17

NTA Online Banner Ads

Banner Sizes

234 x 60 pixels (max size 20k)
300 x 250 pixels (max size 20k)

Acceptable Formats

.JPG
.GIF (Can be animated)

****Please include the URL address you want the ads to link to**

Profile Form Notebook

Covers

Back Cover

Live Area.....11" x 11"

Inside Front Cover

Bleed Size...11-3/4" x 11-3/4"
Trim Size.....11-5/8" x 11-5/8"
Live Area.....11-3/8" x 11-3/8"

Inside Back Cover

Bleed Size...10-1/4" x 11-3/4"
Trim Size.....10-1/8" x 11-5/8"
Live Area.....9-7/8" x 11-3/8"

Tabs

Bleed Size...8-3/4" x 11-1/4"
Trim Size.....8-1/2" x 11"
Live Area.....7-1/2" x 10-1/2"
*Allow 1/2" for three-hole punch

Inserts

8-1/2" x 11" – double sided
*Allow 1/2" for three-hole punch
*Please not stapled or folded inserts
Mail to address listed to the right

2011 Cover Material Deadline: August 17

2011 Tab Material Deadline: September 1

2011 Insert Material Deadline: September 15

Mechanical Requirements

Acceptable Programs

	Mac	PC
Quark	6.0	4.1
PageMaker	7.0	7.0
Illustrator	10.0	7.0.1
Photoshop	8.0	4
Acrobat	7.0	3
Indesign	3.01	N/A

Acceptable Media

CD-R or CD-RW (Must be ISO9660 format)
FTP site (Email Allison Johnson for site instructions)
Email:
allison.johnson@ntaservicesinc.com

- EPS and PDF files are acceptable
- Please include all support files (fonts, images)
- JPG can be used, but is not recommended
- CMYK rather than RGB
- 300 dpi @ 100%
- Emailed artwork: a PDF or JPG file is required for proofing purposes.
allison.johnson@ntaservicesinc.com
- Mailed artwork: a color proof is required for proofing purposes.

Mail materials to:

Allison Johnson
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+1.859.264.6558