



Conference Program Advertising Rates

Advertising in the MTIA Conference Program Book guarantees you maximum exposure for your company. The program is the one item each attendee takes away with them. Place your add today!

Premiums

Inside Cover Full Page	\$1250
Back Inside Cover Full Page	\$1250
Center Spread 2 Full Pages	\$2400

(All premium ads are 4-Color)

Exhibitor Discount

Exhibitors receive a 10% discount on all program advertisements.

Black & White Rates

¼ Page	\$350
½ Page	\$500
Full Page	\$700

(All rates are net)

Color Rates

¼ Page	\$650
½ Page	\$800
Full Page	\$950

Ad Sizing Specifications

Ad Size	Width	Depth
Full Page non-bleed	6-7/8" x	9-7/8"
Full Page bleed	8-1/4" x	11-1/4"
Spread	16-1/8" x	11-1/4"
½ Page Vertical	3-3/8" x	9-7/8"
½ Page Horizontal	6-7/8" x	4-7/8"
¼ Page	3-3/8" x	4-7/8"

Trim size of a publication is 7-7/8"x 10 7/8". Trim size of a spread is 15-3/4" x 10-7/8" For bleed, extend artwork 3/16" beyond all four edges to arrive at bleed size above. Keep all text elements to ½" inside all edges and 3/8" from cutter on each side

Registration Packet Inserts

Member Rate: \$400
Nonmember Rate: \$550

Add a single sheet flyer or card to each MTIA Conference registrant packet (approximately 500 copies to be provided by advertiser before event).

Ad Requirements *(All rates are based on receiving digital copy.)*

- Please supply only TIFF, EPS or PDF print-ready files. We do not accept native application file formats or film.
- TIFF images should be 100%, 300 dpi min. for halftones, 1200 dpi for line art.
- EPS files should be 100%, 300 dpi min. All fonts must be outlined and all images must be provided even if they are embedded in the file.
- PDF files must be submitted 300 DPI or better and all fonts must be embedded. Minimum 600 dpi laser output for b/w ads.
- The publisher will not be held responsible for color running incorrectly if a digital color proof is not submitted by the advertiser. A digital color proof (matchprint or Iris) should be submitted at 100% ad size. **A proof must accompany all submitted artwork.**
- Media Accepted: 100 MB zip disks, CDs, DVDs, and digital files submitted via FTP. Submitted media will not be returned unless requested.

ADVERTISING ACCEPTANCE MTIA reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged and accepted if for any reason it becomes necessary to omit the ad. Acceptance of an ad does not mean endorsement by MTIA of the products and/or services advertised, the advertising parties, or the claims made in said ad. The advertising party accepts full and sole responsibility for the accuracy and truthfulness of statements made in their advertisement. All monies received will be refunded if your ad is declined by MTIA. MTIA reserves the right to refuse any advertising that does not meet our minimum requirements.

LIABILITY MTIA assumes no responsibility for any liability arising from the content of any advertisement. MTIA reserves the right to reject advertising in its publications for any reason at any time.

Confirm Reservations, Artwork, and Registration Inserts to:

Danielle Shelton
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Direct: 813-321-3914