



American Bus Association Foundation

Silent Auction

advertising specs rate card

Circulation: Distributed to all attendees at the ABA Marketplace 2009 in Charlotte, NC

Deadlines: Reservation. October 15, 2008

Ads due: November 3, 2008

RATES, SIZES AND MECHANICAL SPECIFICATIONS

Publication trim size: 5½" W x 8½" D

- **Full page: 4" W x 8" D no bleeds**
- **Half page: 4" W x 3.75" D no bleeds**

Back cover: \$3,000

Inside front cover: \$3,000

Full page: \$2,000

Half page: \$1,000

Specifications for Advertising Submittal.

All advertising is four color process.

Ad Shipment Deadline: November 3, 2008

Packages or email submissions must arrive to ABAF on or before this date.

Preferred ad material:

- High resolution PDF. Must include trim sizes and bleed.
- JPG or Tiff or EPS. Resolution must be 300dpi at 100% (actual ad size).
- Logos: Prefer EPS or similar vector art. Please outline all fonts on vector files.

*Submitted materials not meeting these specifications will incur additional processing and ad preparation charges billed at \$150.00 per hour, with a \$75.00 minimum charge. **

Material Submission:

Submit artwork, insertion instructions, payment, and all correspondence to:

Daniel Hoff
American Bus Association Foundation
700 13th Street NW, Suite 575
Washington, DC 20005-5923
202-218-7214 voice
202-842-0850 fax
dhoff@buses.org
<http://www.buses.org>

*We prefer not to receive Word files: Please contact us if you plan to submit a Word document.

Note: logos and photos imbedded in Word files are low resolution and will not print sharply.

