

ADVERTISING GUIDELINES FOR AMERICANTOPICALASSN.ORG

- You must be an ATA member.
- Online advertisements are subject to ATA approval.
- Ads will be posted on the first day of the calendar month and removed on the first day of the next calendar month.
- If you have a website and wish your ad to link to your site, we are happy to do this at no extra charge.
- The ATA's house designer will design an ad for you (see design rate chart) or you may provide your own artwork following the dimensions specified. Artwork should be submitted in .jpg format.
- Ad changes are permitted for those subscribing to 6mos and 1year ads, but please submit new artwork to the ad manager a week before the new month begins.
- The ATA will contact you one month prior to your ad expiration to discuss renewal.
- To receive the reduced rate of a 6 month or yearly ad, you must pay in full in advance.

SUBMIT INQUIRIES, AD COPY
& PAYMENT TO:
ONLINE AD MANAGER & WEBMASTER:
AMANDA L. MORGENSTERN
webmaster@americantopicalassn.org
618.357.5497

PAYMENT METHODS ACCEPTED:

- Checks payable to the ATA
- PayPal to americantopical@msn.com
- Visa, Mastercard, Discover

AD SIZE	PHYSICAL SIZE	AD LOCATION	1MOS AD	6MOS AD	1YR AD
1 column	232 x 450px	Home page, right col. & Advertisers page	\$55.00	\$300.00 (\$50/mos)	\$564.00 (\$47/mos)
1 column	232 x 450px	Any page, right col. & Advertisers page	\$40.00	\$210.00 (\$35/mos)	\$384.00 (\$32/mos)
1 column	232 x 450px	Advertisers page only	\$26.00	\$150.00 (\$25/mos)	\$264.00 (\$22/mos)
1/2 column	232 x 250px	Any page, right col. & Advertisers page	\$35.00	\$180.00 (\$30/mos)	\$336.00 (\$28/mos)
1/2 column	232 x 250px	Advertisers page only	\$22.00	\$120.00 (\$20/mos)	\$216.00 (\$18/mos)
1/4 column	232 x 100px	Any page, right col. & Advertisers page	\$30.00	\$150.00 (\$25/mos)	\$264.00 (\$22/mos)
1/4 column	232 x 100px	Advertisers page only	\$18.00	\$96.00 (\$16/mos)	\$168.00 (\$14/mos)

Design Rates & Explanation: If you require design services, the ATA has a professional available to you. If you simply need your current ad resizing to fit our guidelines, this charge will be \$20. If you need an ad fully created based on your current branding, this charge is \$40 per ad. All ads to be approved by both parties before posted. March 2017

americantopicalassn.org
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618.985.5100 • *americantopical@msn.com*