



# SPONSORSHIP & MEDIA KIT 2017-2018

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Events

Advertising

WEBSITE | NEWSLETTER | EMAIL

Activity Report

APTA hosts several events every year with different opportunities of sponsorship. As a sponsor, your company gets special recognition and gets advertised in many different ways. Your company logo displayed during the event shows your support to the association, your services, and connects with the audience.

APTA offers a variety of opportunities, from \*exhibit booths to sponsorship of receptions, meals, breaks and much more; sponsorships range from \$250 to \$10,000.

You can also work with the APTA to develop a specific sponsorship tailored for your company. Whatever your goals; we will work with you to create something for the best results.

*\*APTA only offers "exhibit booths" if five or more companies are interested and are only available at the bi-annual Transportation Summit.*

## Events | 2017

### \*Annual General Meeting

October 4<sup>th</sup> & 5<sup>th</sup>, 2017  
Delta Charlottetown, PE

**Sponsorship package with full details for this event will become available in July 2017.**

#### Sponsor Experience

The sponsorship program puts your company, products and services in direct, personal contact with all APTA members. You are assured maximum exposure through email, direct mail, advertising, social media & website linkage.

#### PRE-EVENT

- Website promotions
- Partner communications
- Social media platforms
- Direct mailing campaigns / brochures\*

#### AT THE EVENT

- Varies from the different level of sponsorship you select.

#### POST EVENT

- Re-connect with attendees
- Feature your product in our recap (which will go through all media channels, including email and social media)

\*Brochures advertising the event are mailed out to members and non-members first week of September.

Most sponsorship levels are limited and some are sold on a "first come, first served" basis.

**All sponsoring companies must send their logos in a high resolution file for better results.**

LEVEL	\$	Availability
Exclusive	\$10,000	1
Platinum	\$5,000	5
Gold	\$2,500	unlimited
Silver	\$1,000	unlimited
Casino Table	\$1,000	10
Breakfast	\$1,500	2
Lunch	\$3,000	2
Coffee Breaks	\$800	3
Wine	\$2,000	2
Cocktail Reception	\$1,800	2
Speakers Gifts	\$1,000	1
Registration Bags	\$1,000	1
Program Printing	\$500	1
Name Tag Printing	\$500	1

# Events | 2017

## \* Industry Awards

December 7<sup>th</sup>, 2017  
Delta Beauséjour, Moncton, NB

**Sponsorship package for this event will become available in October, 2017.**

This event takes place every year in the Greater Moncton Area in the month of December. Members of the APTA get together and celebrate the award winners and the holidays.

The selection committee recognizes five outstanding individuals for their dedications and commitments to the trucking industry. From behind the wheel, to behind the desk, these people are awarded for their outstanding performance in the past year.

LEVEL	\$	Availability
Wine	\$1,000	2
Door Prize	\$250	6
Flowers	\$200	1
Program Printing	\$100	1

Sponsorships are limited and are sold on a "first come, first served" basis, unless noted otherwise.

AWARD	SPONSOR
Service to the Industry	Shaw Tracking
Driver of the Year	Volvo Trucks Canada
Dispatcher of the Year	TMW Systems
Good Samaritan	Marine Atlantic Inc.
Safety to Motor Transportation	Northbridge Insurance
Professional Driver Coach Award	THRSC – Atlantic

**The Award Sponsors have committed to present their awards every year.**

Award Sponsors are not available unless the current sponsor advises the APTA that they will not continue sponsoring the award. IF one of the companies decides to step down, the APTA will then have it available for discussion with members who are interested.

# Events 2018

## \*NETWORKING DINNER

June, 2018  
Wingate, Dieppe, NB

## \*TRANSPORTATION SUMMIT

October, 2018  
ST. JOHN'S, NL

## CHARITY GOLF TOURNAMENT 2018

June, 2018  
**Summer Golf Tournament** – August, 2018

## \*AWARDS 2018

December, 2018  
Moncton, NB (tentative)

\*2018 Sponsorship packages will become available early 2018.

## WEBSITE

### Top Banner Ad

**Top Banner:** 960 X 337 pixels  
(25.4cm x 8.92cm)

### Bottom Banner Ad

**Bottom Banner:** 728 X 90 pixels  
(19.26cm x 2.38cm)

### Placement

Location	Cost (3, 6, 12 months)
Top	\$300, \$500, \$1,000
Bottom	\$200, \$300, \$500

\*Company links are also added with placement ad. By clicking on the ad, members and browsers will automatically connect to your website.



**TOP BANNER**  
(960 X 337 pixels)

**BOTTOM BANNER**  
(728 X 90 pixels)



## CAREER ADS

Your Career Ad will be posted on the **Job Opportunities** section of the APTA website:

- No word limit
- Posted for 60 days
- We will also post your ad on **APTA's Social Media Channels** (1,894+ followers)
- Cost is \$250 per ad (purchase an additional 30 days of exposure for \$125)

## NEWSLETTER

**From the Road** Quarterly e-Newsletter

Deliver your message directly to the APTA audience. Each issue has a minimum of 10 pages, maximum of 20.

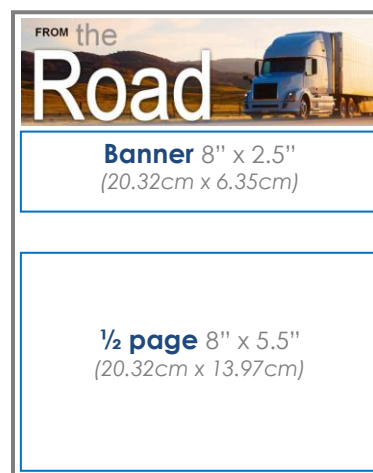
### Banner & Half Page Ad

#### Placement

Location	Cost (1, 2, 3, 4 editions)
Banner	\$150, \$275, \$400, \$500
½ page	\$200, \$350, \$500, \$650

#### Deadline Schedule

Issue Date	Booking & Material Closing Date
September 29 <sup>th</sup> , 2017	September 22 <sup>nd</sup> , 2017
December 22 <sup>nd</sup> , 2017	December 15 <sup>th</sup> , 2017
March 30 <sup>th</sup> , 2018	March 23 <sup>rd</sup> , 2018
June 29 <sup>th</sup> , 2018	June 22 <sup>nd</sup> , 2018



Standard Size Page 8.5" x 11"

## E-MAIL

### Weekly E-mail Blast

APTA will indicate in the header/subject line that the e-mail is a paid advertisement message:

- Message must come with text file, link to website and company logo.
- APTA will send to full membership (over 800 members in distribution list) on Fridays.
- Only two sponsored messages allowed weekly.
- Cost is \$300 for one week and \$575 for 2 weeks – maximum of 2 weeks in a 3 month period.

## WELCOME PACKAGE

We will include your one page marketing flyer insert in our New Member Welcome Packages:

- Mailed to all new members
- Cost is \$500 for 12 months

## ACTIVITY REPORT - 2017

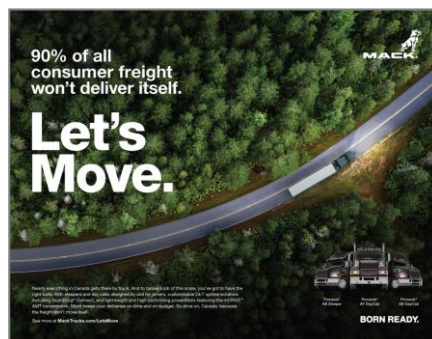
The Activity Report, produced & designed in-house, includes a maximum of **two sponsors** (Front & Back Covers). Due to limitations to this special advertising, an e-mail will be sent out to the complete membership on **January 5<sup>th</sup>, 2018** with this offer.

Both placements will be sold on a first come, first served basis.

### Samples of the 2016 Activity Report Covers



Front Cover



Back Cover

## IMPORTANT

- Pricing does not include HST (15%).
- All pricing & payments are in Canadian Funds.
- Advertising is only available to APTA members.

Prices are subject to change without notice & are current at time of printing.