

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

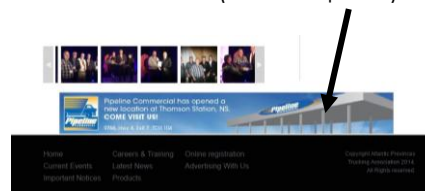
Location	Cost (3, 6, 12 months)
Top	\$300, \$500, \$1,000
Bottom	\$200, \$300, \$500

*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 **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.

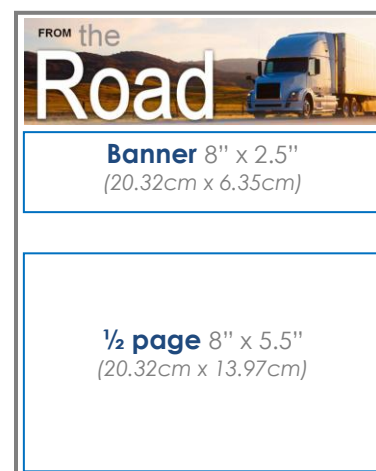
Banner Ad & Half Page Ad

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 th , 2017	September 22 nd , 2017
December 22 nd , 2017	December 15 th , 2017
March 30 th , 2018	March 23 rd , 2018
June 29 th , 2018	June 22 nd , 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 **January 5th, 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.

APTA Advertising Order Form

	Website	\$		Newsletter	\$
	Top Banner - 3 Months	\$ 300		Banner Ad - 1 Edition	\$ 150
	Top Banner - 6 Months	\$ 500		Banner Ad - 2 Editions	\$ 275
	Top Banner - 12 Months	\$ 1,000		Banner Ad - 3 Editions	\$ 400
	Bottom Banner - 3 Months	\$ 200		Banner Ad - 4 Editions	\$ 500
	Bottom Banner - 6 Months	\$ 300		½ Page Ad - 1 Edition	\$ 200
	Bottom Banner - 12 Months	\$ 500		½ Page Ad - 2 Editions	\$ 350
Starting Month: _____				½ Page Ad - 3 Editions	\$ 500
	Weekly E-mail	\$		½ Page Ad - 4 Editions	\$ 650
	1 Week	\$ 300	Editions for Ad: _____		
	2 Weeks	\$ 575	Notes: _____		
Dates for Ad: _____					
	Career Ads	\$		Welcome Package	\$
	60 Days	\$ 250		Marketing Flyer Insert - 12 Months	\$500
	Additional 30 Days	\$ 125	Notes: _____		
Starting Month: _____					

**Please note that advertising is only available to APTA members, on a first come first serve basis.
All ads should be in ready to send format or additional charges may apply.**

Contact & Payment Information: *All Prices will have 15% HST added*
(R106736432)

Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Email: _____

Invoice Me (APTA Members only)

Credit Card Visa MasterCard American Express

Card Number: _____ Expiry (mm/yy): _____

Name on Card: _____

Signature: _____

Please consider paying by cash or cheque instead of your credit card. Thank you!

Please return this form via fax 506.853.7424, or via email mbabineau@apta.ca

For more information: 506.855.2782 or abergeon@apta.ca