



SPONSORSHIP & MEDIA KIT 2016-2017

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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 | 2016

*Transportation Summit

October 18th & 19th, 2016
Delta Beauséjour, NB

Sponsorship package with full details for this event will become available in July 2016.

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
Exhibit Booth	\$500	5-10
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 | 2016

* Industry Awards

December 15th, 2016
Crowne Plaza Hotel, Moncton, NB

Sponsorship package for this event will become available in October, 2016.

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.

***Professional Driver Coach Award** is a new award that APTA has added in partnership with Trucking Human Resource Sector Council, Atlantic.

Full details of qualifications will become available with the Industry Awards nomination package.

LEVEL	\$	Availability
Wine	\$500	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 2017

* ATLANTIC TRUCK SHOW

June 9th & 10th, 2017

Moncton Coliseum & Delta Beauséjour

* AGM 2017

October 4th & 5th, 2017

Delta Charlottetown, PE

CHARITY GOLF TOURNAMENT 2017

June 21st, 2017

Summer Golf Tournament – August, 2017

* AWARDS 2017

December, 2017

Moncton, NB (tentative)

*2017 Sponsorship packages will become available early 2017.

More events & details to confirm for 2017...

WEBSITE

Top Banner Ad

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

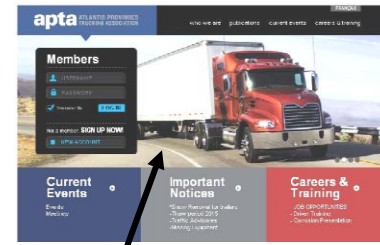
Bottom Banner Ad

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)



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.

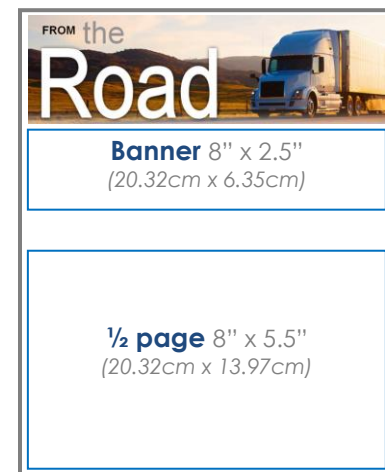
Banner Ad & Half Page Ad

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
March 31 st , 2017	March 24 th , 2017
June 30 th , 2017	June 23 rd , 2017
September 29 th , 2017	September 22 nd , 2017
December 22 nd , 2017	December 15 th , 2017



Standard
Size
Page
8.5" x 11"

EMAIL

Weekly e-Mail Blast

APTA will indicate in the header/subject line that the email is a paid advertisement message. Message must come with: text file, link to website, and company logo. APTA will send to full membership list on Fridays. Only two sponsored messages allowed weekly. Cost is \$200 for one week, maximum of 2 weeks in a 3 month period.

The Activity Report, produced & designed in-house, includes a maximum of **two sponsors**.

Due to limitations to this special advertising, an email will be sent out to the complete membership **January 6th, 2017** with this special offer & further details.

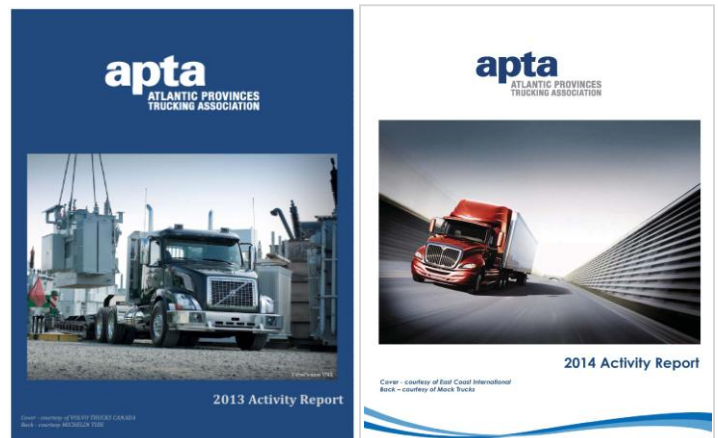
Front Cover Placement

2016 Report
2017 Report

Back Cover Placement

2016 Report
2017 Report

Samples of 2013 & 2014 Report Covers (front & back)



Front



Back

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.

"To be the trusted and effective voice of the road transport industry that supports its members."