

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

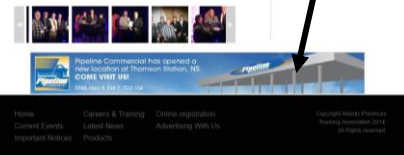
| Location | Cost (3, 6, 12 months) |
|----------|------------------------|
| Top | \$300, \$500, \$1,000 |
| Bottom | \$200, \$300, \$500 |

*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.

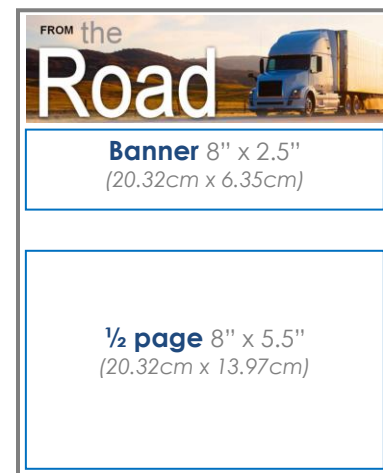
Banner Ad & Half Page Ad

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 30 th , 2018 | March 23 rd , 2018 |
| June 29 th , 2018 | June 22 nd , 2018 |
| September, 28 th , 2018 | September 21 st , 2018 |
| December 19 th , 2018 | December 12 th , 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

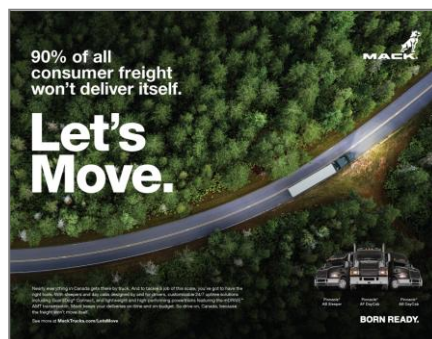
The Activity Report, produced & designed in-house, includes a maximum of **two sponsors** (Front & Back Covers). Due to limitations to this special advertising, an e-mail will be sent out to the complete membership **January 5th, 2018** with this offer.

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 | | | |
| Dates for Ad: | | | | | |
| ✓ | Welcome Package | \$ | Notes: | | |
| | Marketing Flyer Insert – 12 Months | \$500 | | | |
| Notes: | | | | | |

Please note that advertising is only available to APTA members, on a first come first serve basis.

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