



COAL TRANSPORTER

An Official Publication of the **National Coal Transportation Association**

ADVERTISING AGREEMENT

ADVERTISER INFORMATION

Date: _____
Contact: _____
Advertiser Name: _____
Billing Name: _____
Address: _____
Town/City: _____
State/Zip Code: _____
Phone Number: _____
E-mail Address: _____

RATE INFORMATION

Ad Rate: _____
Color Rate: _____
Cost per Edition: _____

I have indicated below the number of editions in which my advertisement is to appear.

- Issue I, 2017 (Close date February 3, 2017)
- Issue II, 2017 (Close date July 7, 2017)
- Issue I, 2018 (Close date February 2, 2018)
- Issue II, 2018 (Close date July 10, 2018)

**You will be billed separately for each edition.*

APPROVAL

I agree this constitutes the acknowledgement of my order.
I agree to submit any cancellation prior to closing date.

Please Return via Fax: 303-973-1848

Name (Please Print): _____
Signature: _____
PO/IO (If Applicable): _____

INSERTION DETAILS

- 2 Page Spread
- 1/2 Page
- 1/4 Page
- 1/8 Page
- Full Page
- 1/3 Page
- 1/6 Page
- Other _____

Covers and Placements

- Centerfold
- Inside Back
- Island
- Inside Front
- Outside Back
- Other _____

Ad Shape

- Horizontal
- Vertical

Ad Color

- Black & White
- One Spot Color (CMYK Build)
- Full Color

Artwork

- To be Built
- Renewal
- To be Supplied
- Renewal with Changes

***Submit artwork, logos, and other documents to the address provided below or e-mail to Jennifer Karton, jkarton@suckerpunch.ca.**

TO BOOK YOUR ADVERTISEMENT, OR FOR MORE INFORMATION, PLEASE CONTACT:

National Coal Transportation Association
4 W Meadow Lark Lane, Suite 100, Littleton, CO 80127

Pat Scherzinger, Editor **303-993-7172**
scherzinger@nationalcoaltransportation.org

Melinda Canter, Advertising **720-227-1049**
nctaadvertising@gmail.com

NCTA FAX Number: 303-973-1848



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BLACK & WHITE SPACE RATES

Double Page Spread	\$2,200.00
Full Page	\$1,270.00
2/3 Page	\$1,160.00
1/2 Page	\$780.00
1/3 Page	\$590.00
1/4 Page	\$430.00
1/6 Page	\$350.00
1/8 Page	\$300.00

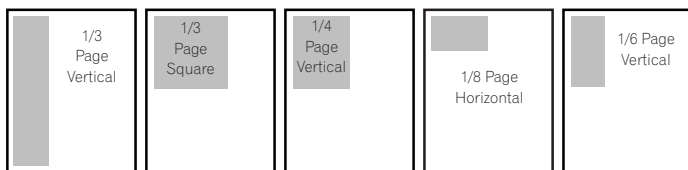
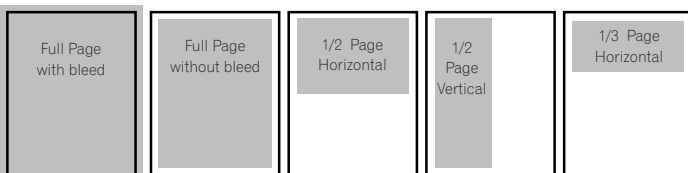
Advertisers are allowed two proofs.
 All following proofs will incur a \$25 fee.
 5% discount on B/W space rates for 2 or more placements.
 10% discount on B/W space rates for members.

PREMIUM POSITION RATES

Centerfold	\$2,440.00
Inside Front Cover	\$1,550.00
Inside Back Cover	\$1,550.00
Outside Back Cover	\$1,800.00
Island	\$100.00

DIMENSIONS

Double Page with bleed	17 X 11 1/8
Double Page no bleed	15 1/2 X 9 7/8
Full Page with bleed	8 5/8 X 11 1/8
Full Page no bleed	7 1/8 X 9 7/8
1/2 Horizontal	7 1/8 X 4 3/4
1/2 Vertical	3 1/2 X 9 7/8
1/3 Horizontal	7 1/8 X 3 1/8
1/3 Vertical	2 1/4 X 9 7/8
1/3 Square	4 3/4 X 4 3/4
1/4 Vertical	3 1/2 X 4 3/4
1/6 Vertical	2 1/4 X 4 3/4
1/8 Horizontal	3 1/2 X 2 1/4
Trim Size	8 3/8 X 10 7/8
Line Screen	150



COLOR RATES

1 Spot Color (CMYK build)	\$300.00
Four Color Process	\$550.00
1/2 Page and Smaller Full Color	\$250.00

ELECTRONIC FILE GUIDELINES

Preferred format:

High-resolution, press-optimized PDF:

*Embed all fonts & graphics. Include all printers marks.

Other acceptable format:

Collected PC InDesign CS5 Files:

- *All Postscript and/or OpenType fonts must be enclosed, no TrueType fonts accepted
- *High-resolution 300 dpi images at 100% size, no local rotation or flipping in InDesign

Photoshop TIFF, EPS or JPG:

- *Raster images only - must be 300dpi at 100% size
- *Due to jpeg compression settings, we cannot guarantee quality jpeg reproduction

Illustrator File Formats:

- *Vector images only, all fonts converted to paths/outlines

ELECTRONIC FILES CAN BE EMAILED TO:

Jennifer Karton | jkarton@suckerpunch.ca

DEADLINES/CANCELLATIONS

The NCTA will repeat the advertiser's most recent ad if new material has not been received by the closing date. No extensions, cancellations or changes in space reservations will be accepted after the closing date.

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