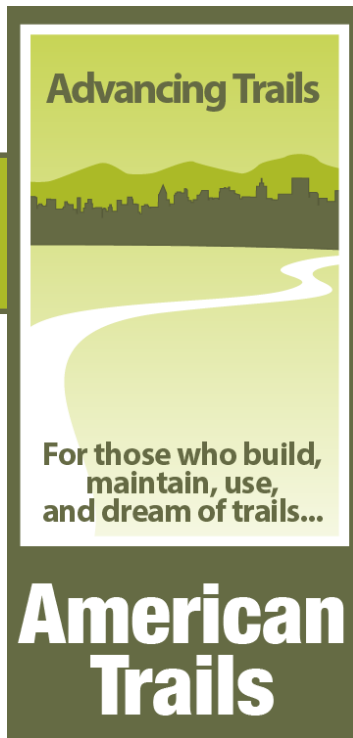


AMERICAN TRAILS

2019 ADVERTISING PACKET



Advertising Options

American Trails [Magazine](#)

- Rates starting at \$200

Advancing Trails [Webinar Series](#)

- Rates starting at \$250

International Trails Symposium [App](#)

- Rates starting at \$500

American Trails Online [Business Directory](#)

- \$495 for one year (less than \$45/month)

Banner Ads on American Trails [Website](#)

- Rates starting at \$60/month or \$360/year

10% discount off multiple ads

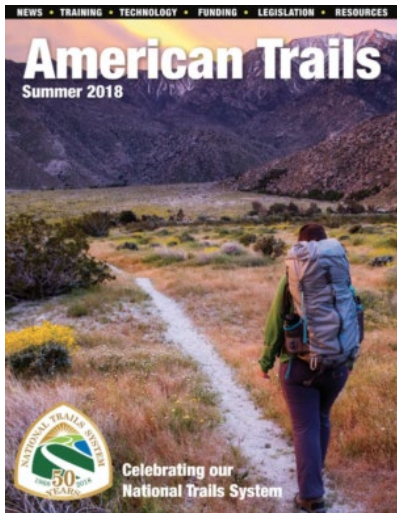
Contact Candace Gallagher, Director of Operations
candace@americantrails.org or (530) 645-3096

AMERICAN TRAILS MAGAZINE

(Prices are per issue)

	<u>4-Color</u>	<u>Dimensions</u>
Business Card	\$200	3.5" x 2" H
Quarter Page (Horizontal or Vertical)	\$400	3.625" x 4.75" H or V
Half Page (Horizontal or Vertical)	\$600	7.5" x 4.875" H or 3.625" x 10" V
Half Page (Island)	\$650	4.9" x 7.4"
Full page	\$1,000	7.5" x 10"
Double-Facing	\$1,600	17" x 11.5" with gutter bleed 0"

**Advertise online
or in our app and
save an additional
10%**



If you pay in full for additional issues, you are entitled to discounts:

- 2 issues: 10% discount
- 3 issues: 15% discount

Become an American Trails member and SAVE!!!

- Trail Business Supporter receives 10% discount
- Trail Steward receives 15% discount

***International Trails Symposium exhibitors save an additional 10% off a one-year advertising contract.**

Full Bleeds – add 1/8" bleed around all edges:

- Available on ads over half page (horizontal or vertical only)
- Add \$100 for each half page to full page ad

Sizes & Format:

- Refer to dimensions above; mention whether horizontal or vertical.
H = Horizontal; V = Vertical
- Print quality files are required: minimum **300 dpi**, in **EPS, TIF**, or Hi Res **PDF** format.

MAGAZINE DEADLINE REMINDERS:

Spring 2019 Issue Feb. 15, 2019

Summer 2019 Issue June 15, 2019

Fall 2019 Issue Sept. 15, 2019

Deadline dates are subject to change, but advertisers will be given at least 2 weeks notice before deadline.

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ADVANCING TRAILS WEBINAR SERIES

Sponsorship Levels

- **\$250:** Two complimentary registrations to the webinar and benefits listed below.
- **\$1,000:** Complimentary registrations for anyone within your organization and/or any partners that you are working with on current projects.
- **\$5,000:** Webinar would be FREE to the public (in which we could see 600-900 attendees).

Sponsorship Benefits

- Logo recognition at the beginning and end of the webinar.
- Verbal recognition at the beginning and end of the webinar.
- Logo link recognition on webinar webpage.
- The webinar will be recorded and all the attendees will receive a link to the recording which includes a pdf showcasing the sponsor/supporter/partner logos with clickable links to their websites.
- Logo link in promotional emails sent out for the webinar.

You can become a sponsor up until the day before the webinar takes place. But the sooner you come in, the more recognition as a sponsor you will get!

To view a list of upcoming webinars in the American Trails “Advancing Trails Webinar Series,” go to <https://www.americantrails.org/training/webinars>.

**Rates
starting at
\$250 to get
your
company
name in front
of 18,000
contacts!**

THANK YOU
To Today's Webinar Partners!



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American Trails App/Symposium Event



See your banner ad here!

Put your ad directly into the hands of 600 – 800 attendees to [America's premiere trail conference](#).

Stay connected with us— Advancing Trails For Those Who Build, Maintain, Use, And Dream Of Trails. Stay informed with our International Trails Symposium (ITS) & Training Institute. Browse the ITS schedule, sessions, speakers, exhibitors, and sponsors, and receive notifications immediately of any updates or changes in the program. Soon, we will include a variety of other programs/items in our mobile app that American Trails is working hard on, year after year, to keep the trails community in-the-know. Download the app on iTunes or the Google Play store.

\$500 per banner ad
(multiple advertisers)

Specifications:

- Large one is 1060 x 122
- Small is 552 x 150



Download the American Trails mobile app ([iTunes](#) or [Google Play](#) store).

Splash ad example:



\$2,500 banner ad
(single advertiser)

Specifications:

- 1242 x 2208

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AMERICAN TRAILS ONLINE ADVERTISING

Online Business Directory Listing - \$495 (less than \$45/month) on a one-year contract

This includes your full-color company logo, description, contact info, links to your website, placement in up to 2 categories, and a company profile webpage created just for you!

What is a Company Profile Webpage? This page will be created by our webmaster and will include your logo, contact info, links to your website, and can include as much wording as you'd like for your description. You can also include product or project photos to help the buyers know exactly who you are. There is no limit to the number of photos, and can create photo galleries to help organize and better display your products/projects. Check out the business directory at <https://www.americantrails.org/organizations/business-directory>.

Become an American Trails member and SAVE!!!

- Trail Business Supporter receives 10% discount (with one-year contract)
- Trail Steward receives 15% discount (with a one-year contract)

View membership rates at <https://www.americantrails.org/join>.

Website Ad - \$360 for a one-year contract; \$60 by the month (3 month minimum)

Website ads are available starting at \$360 year / \$60 month (3 month minimum). This can include an ad in one location of your choice on the American Trails website.

Sidebar ads:

- Option A) 150 pixels wide X 275 pixels tall
- Option B) 150 pixels wide X 150 pixels tall

Page banner ads:

822 pixels wide x 180 pixels tall

American Trails has a new and improved website for 2019!

- Reach over 1 million visitors a year!
- New, clean design works well on desktops, tablets, and phones
- Powerful search engine and resource library.

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