



18th Annual UTA Convention

The Paris, Las Vegas
November 1-4, 2017

All sponsors **MUST** submit a brief company biography, including address, contact name, email and phone numbers. (about 150 words)

All **NEW** sponsors **MUST** submit their company logo in vector/line art format (.ai or .eps) OR high-resolution TIF. If you have been a UTA sponsor in the past you do not need to send in a logo unless you have a new logo. These logos will be enlarged for use on posters. In order to preserve the quality and integrity of YOUR logo JPGs and PNGs cannot be used.

Thank You Sponsors

In addition to the benefits listed below, sponsor names and logos will be displayed on banners and posters throughout the convention, and in the convention magazine and newsletters.

Diamond \$10,500

- FULL-PAGE AD in convention magazine
- FULL-PAGE AD in UTA newsletter (5x) August-December
- Double width (20' x 10') Expo Booth
- Plaque upon request
- One (1) Convention Registration

Diamond+ Optional. Add \$2,500

- One (1) Truck in Expo Hall

Platinum \$5,500

- HALF-PAGE AD in convention magazine
- HALF-PAGE AD in UTA newsletter (5x) August-December
- 10' x 10' Expo Booth
- Plaque upon request
- One (1) Convention Registration

Gold \$3,500

- QUARTER-PAGE AD in convention magazine
- QUARTER-PAGE AD in UTA newsletter (5x) August-December
- 10' x 10' Expo Booth
- Plaque upon request
- One (1) Convention Registration

Silver \$2,500

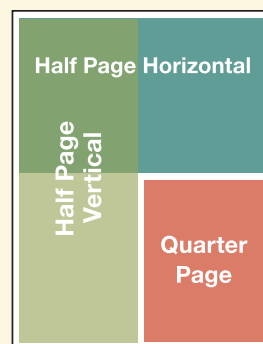
- 10' x 10' Expo Booth
- Plaque upon request
- Listing in newsletters and convention magazine

Bronze \$1,000

- Plaque upon request
- Listing in newsletters and convention magazine

Advertising Specifications

Ad must be turned in by Friday, July 28, 2017



Full-page (trim size 8.5" x 11")
8" wide x 10.5" tall (no bleeds)
or
8.75" wide x 11.25" tall (includes 1/8" bleed)

Half-page Horizontal (no bleeds)
8" wide x 5" tall

Half-page Vertical (no bleeds)
3.75" wide x 10.5" tall

Quarter-page (no bleeds)
3.75" wide x 5" tall

DIGITAL AD SPECIFICATIONS

Please send all LOGOS and AD materials to

Misty Reis: misty@uta.org

AND Laura Carter: laura@janeandjanedesign.com

Please feel free to contact the graphic designer for the UTA, Laura Carter, with any questions or concerns: **913.706.7505** laura@janeandjanedesign.com

Advertisers are encouraged to submit PDF files prepared for press-optimized printing in CMYK (process color) builds with fonts embedded. High resolution (300 dpi) TIFF and JPG images are accepted, but JPG files often result in inferior quality.

Applications: Adobe InDesign®, Photoshop®, or Illustrator®. If submitting application files, provide all supporting graphics and fonts in a zipped/compressed folder. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.

DO NOT send Microsoft Word or PowerPoint documents.

Photos: 300 dpi at actual size, CMYK color model, .tif or .eps format. There may be quality deterioration if saved as JPEG.

Line Art/Text: 600 dpi minimum; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.