



The Used Truck Association

WHERE THE MAGIC IS

UNIVERSAL

and the

Networking IS AN

ADVENTURE

2018 19th ANNUAL CONVENTION

NOVEMBER 7-10 ORLANDO

Sponsorship

Ad, Bio and Logo Specifications

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

All **new** sponsors will need 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 low-resolution JPGs and PNGs won't work. Thank you!

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)

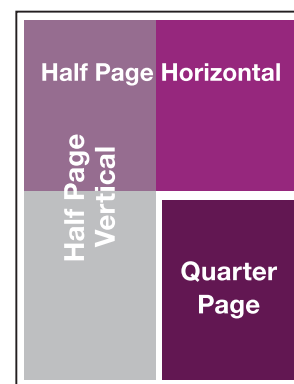
8" wide x 5" tall

Half-page Vertical (no bleeds)

3.75" wide x 10.5" tall

Quarter-page (no bleeds)

3.75" wide x 5" tall



Ad must be turned in by Friday, July 13, 2018

DIGITAL AD SPECIFICATIONS

Please send all LOGOS and AD materials to

Misty Reis: misty@uta.org

AND Laura Carter: laura@lauracarterdesign.com

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

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.

PLEASE DO NOT send files in Microsoft Word or PowerPoint.

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.

Thank You

Sponsors Ads, Logos, Bios

Sponsor names and logos will be displayed on signage throughout the convention, and in the convention magazine and the UTA newsletters from August through December.

Diamond PLUS

- FULL-Page Ad in convention magazine and newsletters
- Column graphics near your booth in Vendor Expo hall
- Additional wall graphics in registration area
- Bio/Contact info in Convention Magazine

Diamond

- FULL-Page Ad in convention magazine and newsletters
- Bio/Contact info in Convention Magazine

Platinum

- HALF-Page Ad in convention magazine and newsletters
- Bio/Contact info in Convention Magazine

Gold

- QUARTER-Page Ad in convention magazine and newsletters
- Bio/Contact info in Convention Magazine

Silver

- Listing in newsletters and convention magazine
- Bio/Contact info in Convention Magazine

Bronze

- Listing in newsletters and convention magazine
- Bio/Contact info in Convention Magazine