



American Teleservices Association

# 2010 ATA RESOURCE GUIDE Advertising Guide

## The 2010 ATA Resource Guide is now in production.

Don't miss this opportunity for year-round exposure to a rich pool of qualified decision-makers. This is the source ATA members use when they are ready to buy products and services to meet their contact center needs.

Advertising in the Guide extends your marketing reach and ensures a high return on investment. ATA Members and web site visitors will consult the print and online versions of the 2010 ATA Resource Guide to make informed purchasing decisions.

### How can you be certain your company gets noticed?

Position your message! It's seen by thousands of the contact center professionals and decision-makers who each year spend billions on products and services including: outsourcing, technology, recruiting, furnishings, consultants, auditing and legal support.

While all ATA members will receive a basic company listing in the member directory section as a benefit of membership, opportunities are available for enhancing your listing for the best possible response. Expanded print directory listings are a solid, cost-effective tool that yields a high return on investment throughout the year.

### Distribution:

- Print publication distributed at ATA conferences throughout the year
- Direct mailed to all ATA member companies
- Available for digital download from the ATA web site

### Advertising Rates

#### Full-page Cover (color/full-bleed)

Back Cover.....	\$8,750
Inside Front Cover .....	\$7,600
Inside Back Cover .....	\$6,400

#### Section Tabs (color/full-bleed)

Front.....	\$6,250
Back.....	\$6,450

**Meet the Pros:** Photo Directory Listing of industry leaders including Certified Auditors, Legal Counsel, Speakers and Consultants / 25-word listing of topics of expertise / contact information

**Product Updates:** Allows you to present new or updated products and services. Product photo or logo (color) with up to 75 words

### Ad Sizes (Trim Size is 8.5 x 11)

#### Full Page and Section Tabs

With 1/8 inch Bleed: 8.75 x 11.25

#### Half Page Ad – Horizontal

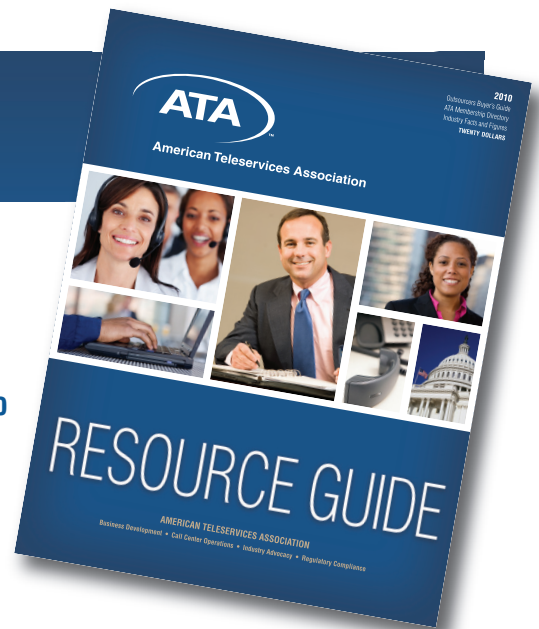
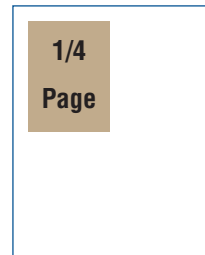
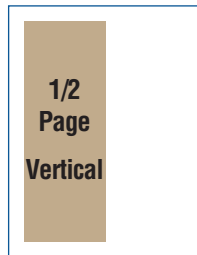
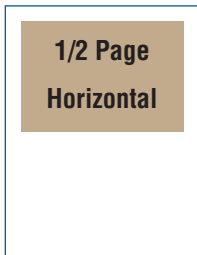
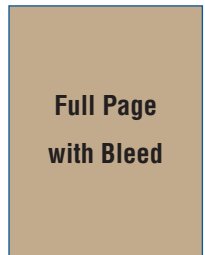
8 x 5.25

#### Half Page Ad – Vertical

4 x 10.5

#### Quarter Page Ad

4 x 5.25



**RESERVE YOUR SPACE TODAY**  
Contact Rafael Manzon at  
317.816.9336 or rafael@ataconnect.org

	Outsourcers Buyers Guide (color)	Membership Directory (black/white)	Industry Facts & Figures (color)
<b>1 Page</b>	\$5,400	\$4,400	\$5,000
<b>1/2 Page</b>	\$3,000	\$2,500	\$2,750
<b>1/4 Page</b>	\$1,500	\$1,000	\$1,500
<b>Meet the Pros</b>	N/A	N/A	\$500
<b>Product Updates</b>	N/A	N/A	\$850
<b>Premium Listing</b>	\$750	\$500	N/A

**Premium Listing:** Company Logo / Bold Text Listing / 75-word description

**Space must be reserved by Friday, March 5.**

**Art deadline is Friday, March 19. Submit art to Kim Brandt: kim@ataconnect.org.**