



# 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, 2022 (Close date May 5, 2022)
- Issue II, 2022 (Close date October 15, 2022)
- Issue I, 2023 (Close date May 5, 2023)
- Issue II, 2023 (Close date October 10, 2023)

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

### APPROVAL

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

### Please Return via E-mail

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
- Full Color

### Artwork

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

**\*Submit artwork, logos, and other documents to the e-mail address provided below  
 Melinda Canter, nctaadvertising@gmail.com**

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



**National Coal Transportation Association**  
 1616 17th Street, Suite 266  
 Denver, CO 80202

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



# COAL TRANSPORTER

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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

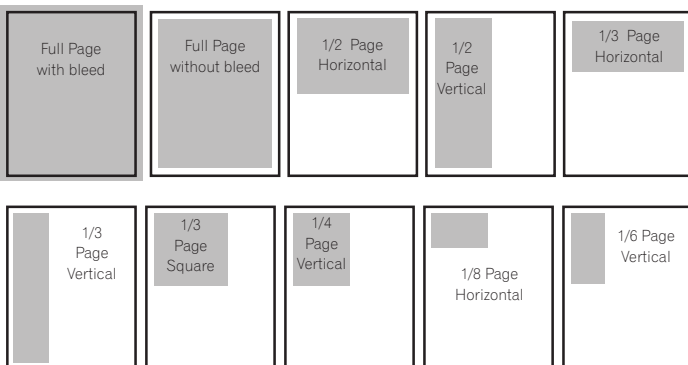
Advertisers are allowed two proofs.  
 All following proofs will incur a \$25 fee.  
 5% discount on B/W space rates for 2 or more placements.  
 10% discount on B/W space rates for members.

## 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

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:

**Melinda Canter** | [nctaadvertising@gmail.com](mailto:nctaadvertising@gmail.com)

## 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.

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



### National Coal Transportation Association

8181 Arista Place, Suite 100  
 Broomfield, CO 80021

**Melinda Canter, Advertising** ..... **720-227-1049**

[nctaadvertising@gmail.com](mailto:nctaadvertising@gmail.com)