

Advancing Trails



For those who build,
maintain, use,
and dream of trails...

**American
Trails**

AMERICAN TRAILS

2018 ADVERTISING PACKET

Advertising Options

American Trails Magazine

- Rates starting at \$200.00

Trail Tracks e-Newsletter

- Rates starting at \$500.00

“Advancing Trails Webinar Series” Sponsorship

- \$250 non-exclusive sponsorship

American Trails Online Business Directory

- \$495.00 for one year (less than \$45/month)

Banner Ads on American Trails Website

- Rates starting at \$60.00/month or \$360/year

10% discount off multiple ads

Contact Candace Mitchell, 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	\$400	3.625" x 4.75" V or H
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 or e-News 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

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.

DEADLINE REMINDERS:

Winter 2017/2018 Issue October 15, 2017
Spring 2018 Issue February 15, 2018
Summer 2018 Issue June 15, 2018
Fall 2018 Issue September 15, 2018

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

TRAIL TRACKS e-NEWSLETTER



American Trails
Colorado Trail TRAILHEAD ADVANCING TRAILS
PIKE National Forest

Join Our Mailing List!

120 pixels wide x 200-250 pixels high

450-475 pixels wide x 100-120 pixels high

Trail Tracks is our monthly e-Newsletter with links to www.AmericanTrails.org, the world's most comprehensive online resource for planning, designing, building, funding, managing, and enhancing trails and greenways. We also bring you news from the halls of Congress, new studies and resources, interesting articles, events, and training opportunities. Check the topics below for what's new in the trails world!

Special thanks to the sponsors of this issue:

- [Terrabit Wayfinding Systems](#)
- [ConTech Engineered Solutions](#)

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House transportation bill cuts out dedicated bike/ped programs

Nominate your Recreational Trails Program project for 2012 awards

Thanks to American Trails Patron Members!

American Hiking Society's National Trails Day @ 2012: here's how to get involved

Take action for trails: get the facts and contacts in one place

WHAT'S HOT

Two amendments sought on fixing trails and bike/ped programs in Senate

The Senate transportation bill (MAP-21) severely weakens programs for trails, walking, and biking.

Amendment #1661 proposed by Senator Klobuchar (D-MN) and co-sponsored by Senators Burr (R-NC), Shaheen (D-NH), Risch (R-ID), and Udall (D-CO), would restore dedicated funding for the Recreational Trails Program (RTP), consistent with language that is already in the House bill.

PLEASE TAKE ACTION NOW!

The Rails-to-Trails Conservancy, a valued partner of American Trails, is holding an organizational sign-on letter campaign in support of the Klobuchar amendment (#1661) to MAP-21. The Coalition for Recreational Trails (CRT) also supports this campaign. Learn more and sign on to the letter by visiting the [Rails-to-Trails Conservancy's Website](#):

How does making your company visible to over 20,000 people sound?

Your company advertisement could be made visible to over 20,000 people if you choose to advertise in our monthly *Trail Tracks* e-Newsletter. Our e-Newsletter is sent to over 20,000 email addresses each time and the numbers grow each issue! The *Trail Tracks* e-Newsletter is full of information on the latest news and issues in the trails world, as well as information on training, education, and new resources on the American Trails website –

www.AmericanTrails.org

Your ad would have a hot link directly to your website from our e-newsletter.

Specifications:

- HORIZONTAL: 450-475 pixels wide x 100-120 pixels high
- VERTICAL: 120 pixels wide x 200-250 pixels high

Advertise online or in our Magazine and save an additional 10%

How much does this cost?

You can choose between a horizontal or vertical ad for only \$500 per issue. If you choose to advertise and pay for 2 or 3 issues in advance, you can get an additional 10-15% discount (2 issues = \$900; 3 issues = \$1,275).

“ADVANCING TRAILS WEBINAR SERIES” SPONSORSHIP OPPORTUNITIES

For your sponsorship of only \$250*, you would receive the following benefits:

- Logo recognition at the beginning and end of the webinar on our “thanks to our sponsors” slide
- Verbal recognition of our sponsors during 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 will include a pdf showcasing the sponsors’ logos with clickable links to their websites
- In the promotional emails we send out for the webinar (20,000+ contacts), all sponsors will be listed with a name link (pending when they come in):
 - Promotional emails sent in advance of webinar
 - Monthly e-Newsletters

**Please note that this is not an exclusive sponsorship.*

EXAMPLES OF SPONSOR RECOGNITION:

You can view examples of how we recognized our sponsors at a previous webinar of ours at <http://www.americantrails.org/http/website-webinar.html>.

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 <http://www.americantrails.org/ee/index.php/webinars>.

Sponsor a webinar
for only \$250* and
get your company
name in front of
20,000+ contacts!

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. View a sample of a custom profile webpage at <http://www.americantrails.org/businessdir/listings/erica-fielder-studio/>.

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 <http://www.atfiles.org/store/membership-center/>.

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

Banner ads are available starting at \$360 year / \$60 month (3 month minimum). This can include a Banner Ad in one location of your choice on the American Trails website (certain locations are unavailable or available for a higher price).

Premium Locations:

- Premium locations are available for a higher price due to larger traffic. Our index pages (blue tabs at the top of all our pages) are \$1,000/year. Our Homepage (www.americantrails.org) is \$2,500/year

Choose between:

- Vertical banner ad (120 pixels wide x 160 pixels tall)
- Horizontal banner ad (340 pixels wide x up to 250 pixels tall)

Advertise in our
Magazine or e-News
and save an
additional 10%

Need help designing your ad?

The American Trails office can help!

For only \$65/hour, with 1 hour minimum, we can create your ad starting from scratch or from a template you've already started.