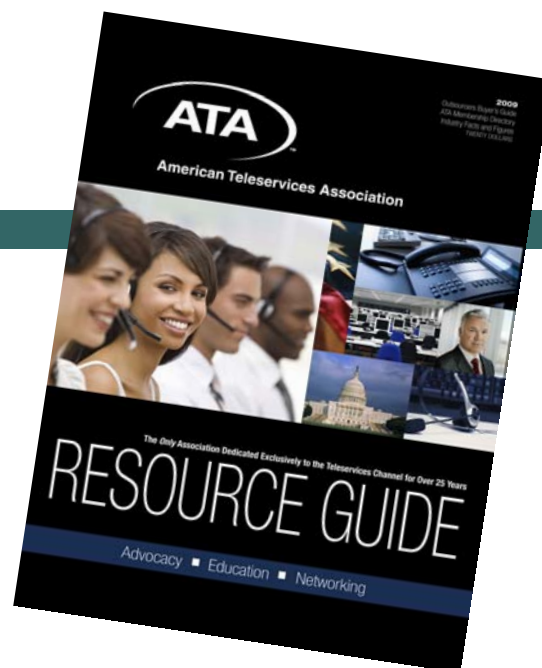


2009 ATA RESOURCE GUIDE Advertising Guide

*Target your advertising
to thousands of
contact center
professionals*



The Guide that stays in front of decision makers!

Advertise in multiple sections for best exposure.

150+ page publication includes:

- Outsourcers Buyers Guide**
- ATA Membership Directory**
- Industry Facts & Figures**

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 (approx. 1/6 page)

Deadline: Friday, March 13

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

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

Art Deadline: Wednesday, March 18