



# ATCA

Air Traffic Control Association

## 2024 Media Kit



# The Association

Established in Washington, D.C. in 1956 by a group of air traffic controllers, the Air Traffic Control Association (ATCA) has been from the outset dedicated to progress in the science of air traffic control and the preservation of a safe flight environment. It provides a forum in which those concerned can address the myriad issues inherent to the development of viable air traffic control systems and aviation infrastructures, and the ever-increasing demands on the global navigable airspace environment. Those in the aviation community – the providers of air traffic control, system architects, manufacturers, suppliers, system operators and users – join together in ATCA to share their collective experience, knowledge and efforts in pursuit of common goals. ATCA is unique in representing the broad spectrum of civil-military cooperation typical of global flying activities.

ATCA is a non-profit, non-government, professional organization. Membership is open to all who share a common interest in promoting and encouraging the advancement of aviation and air traffic control.



# Circulation and Distribution

*The Journal of Air Traffic Control* is a quarterly magazine devoted to developments in air traffic control. Recognized worldwide as the oldest regularly published magazine of air traffic control technical information and knowledge, *The Journal* targets the interests of all professionals involved in air traffic control and other aviation disciplines.



Controlled Circulation: **3,000**  
 Total Market Reach: **10,500**  
 Published: **Twice per year**

The *ATCA Bulletin* is ATCA's bi-monthly newsletter. *The Bulletin* provides information on activities of the association, its members, and important developments in the air traffic control industry.



Delivered to 3,000+ ATCA members.

# Advertising Rates



	NON-MEMBERS		MEMBERS	
	1x	2x	1x	2x
DPS	\$5,500	\$4,950	\$4,675	\$4,972
1/2 DPS	\$3,370	\$2,864	\$3,000	\$2,500
Full Page	\$3,000	\$2,700	\$2,550	\$2,295
2/3 Page	\$2,300	\$2,070	\$1,955	\$1,759
1/2 Page	\$2,000	\$1,800	\$1,700	\$1,530
1/3 Page	\$1,400	\$1,260	\$1,190	\$1,071
1/4 Page	\$1,100	\$ 990	\$ 935	\$ 841

	NON-MEMBERS		MEMBERS	
	1x	2x	1x	2x
<b>Premium</b>				
Cover 2, 3	\$3,500	\$3,150	\$2,975	\$2,677
4th Cover	\$4,000	\$3,600	\$3,400	\$3,060
Center Spread (DPS)	\$6,500	\$5,850	\$5,525	\$4,972

## Important Dates

### ATCA Journal 2024

Issue	Reservation Deadline	Distributed
Summer*	January 5, 2024	March 29, 2024
Fall*	June 28, 2024	October 18, 2024

### ATCA Bulletin 2024

Issue	Reservation Deadline
No. 1	January 5, 2024
No. 2*	March 8, 2024
No. 3	April 5, 2024
No. 4	June 7, 2024
No. 5*	August 9, 2024
No. 6	November 8, 2024

\*Women in Aviation Conference (April 2-4 - Dallas, TX)

\*ATCA Global (November 4-7, Washington, DC)

## ATCA Bulletin

### ATCA Bulletin Rates – Digital Publication

	NON-MEMBERS	MEMBERS
Full Page	\$ 925	\$ 780
1/2 Page	\$ 750	\$ 630
1/4 Page	\$ 500	\$ 425

### Specialty Print Products:

**Cover Gatefolds Inserts & Outserts** Please inquire for availability & rates

Pricing is in Net US Dollars.  
 Ad bills subject to additional charges - please inquire.

# Print Specifications

## ATCA Journal Sizes

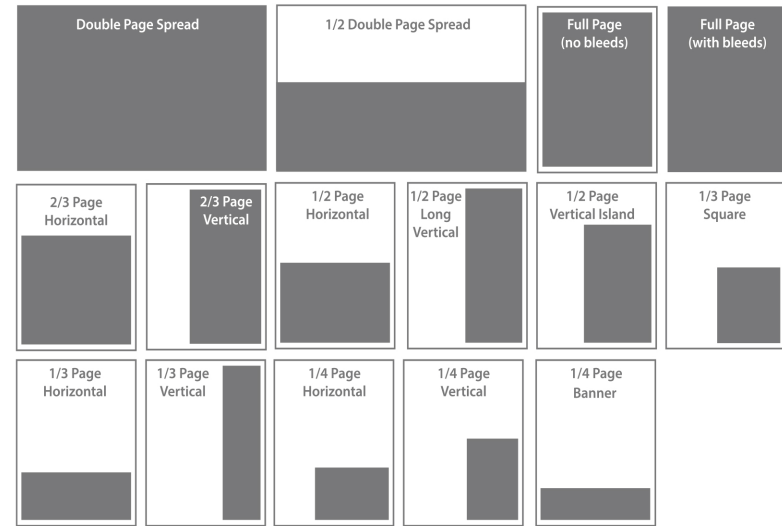
Space	Bleed	Non-Bleed	Trim	Live
DPS	17" x 11.125"	-	16.75" x 10.875"	16.25" x 10.375"
1/2 DPS	17" x 5.525"	-	16.75" x 5.4"	16.25" x 4.9"
Full Page/Cover	8.625" x 11.125"	7.125" x 9.875"	8.375" x 10.875"	7.875" x 10.375"
2/3 Vertical	-	4.75" x 9.875"	-	-
2/3 Horizontal	-	7.125" x 6.5"	-	-
1/2 Vertical	-	3.5" x 9.875"	-	-
1/2 Horizontal	-	7.125" x 4.75"	-	-
1/3 Vertical	-	2.25" x 9.875"	-	-
1/3 Horizontal	-	7.125" x 3.125"	-	-
1/3 Square	-	4.75" x 4.75"	-	-
1/4 Vertical	-	3.5" x 4.75"	-	-
1/4 Horizontal	-	4.75" x 3.5"	-	-
1/4 Banner	-	7.125" x 2.25"	-	-

## ATCA Bulletin Publication Sizes

Space	Dimensions
Full Page/Cover	8.375" x 10.875"
1/2 Vertical	3.5" x 9.875"
1/2 Horizontal	7.125" x 4.75"
1/4 Vertical	3.5" x 4.75"
1/4 Horizontal	4.75" x 3.5"

## All Requests & Inquiries:

Mat Garretson  
 ATCA Editor in Chief, Publications  
[mat.garretson@atca.org](mailto:mat.garretson@atca.org)



### Printing

- › Offset
- › Publication trim size: 8.375" x 10.75"

### Safety

- › All live matter must be 0.25" from trim on all sides.
- › Gutter Safety: 0.1875" on all sides (total 0.375").
- › Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

### Preferred Format

- › High-resolution, press-optimized PDF (all fonts and graphics embedded)

### Other Acceptable Formats

- › Collected Mac InDesign files:
  - All fonts must be collected and included
  - High-resolution 300 dpi images at 100% size 300 dpi, CMYK or grayscale raster images in TIFF or Photoshop EPS file format
- › Vector EPS file format (all fonts converted to paths/outlines)
- › Illustrator file formats (all fonts converted to paths/outlines)