

## COST EFFECTIVE ADVERTISING

Advertising in ATSSA training course materials will actively promote your products and services to the individuals that need them.

### WHY ADVERTISE

Advertising in the American Traffic Safety Services Association's course materials allows you the opportunity to reach the audience that purchase, use and/or recommend the usage of specific equipment in temporary traffic work zones.

### WHERE WOULD I ADVERTISE

The ATSSA "Flagger Kit" and "Flagger Workbook" are required course materials for students that are attending the Flagger Instructor Training course outlined on page 6. With a circulation to over 25,000 flagger instructors, flaggers, and work zone professionals to date, your advertisement would target the audience that is responsible for using, maintaining or purchasing specific product lines or services.

The ATSSA "Flagger Handbook" written in both English and Spanish includes a target audience of over 40,000.

The ATSSA "Traffic Control Supervisor Notebook" is the required course material for students that are attending the Traffic Control Supervisor training course. With a circulation to over 9,000 traffic engineers, traffic control designers and supervisors to date, your advertisement would target the audience that is responsible for the purchase, maintenance, use, and or recommend the usage of specific equipment or materials that are required or used in a temporary traffic work zone.

### WHAT ARE THE RATES

Advertising in the American Traffic Safety Services Association's course materials allows you the opportunity to reach the audience that purchase, use and/or recommend the usage of specific equipment in temporary traffic work zones. Fees are based upon the advertiser providing all of the promotional materials for insertion into our training course materials.

See rate schedule on next page.

### HOW TO ADVERTISE

You may contact ATSSA directly and speak to our Marketing Manager and discuss the variety of advertising opportunities that are currently available. Please call **(540) 368-1701 ext 134**, Monday through Friday eastern standard time.

Advertising rates are non-commissionable. Publisher reserves the right to refuse any advertisements that it deems unsuitable for publication.

## COST EFFECTIVE ADVERTISING (cont.)

### ADVERTISING RATE SCHEDULE

Page Size	Publication	Run Size
Full Page	B/W Flagger Kit	1,000 Copies
Full Page	B/W Flagger Kit	2,000 Copies
Full Page	B/W or color TCS Notebook	2,000 Copies
Full Page	B/W Flagger Kit	3,000 Copies
Full Page	B/W Flagger Kit	4,000 Copies
Full Page	B/W Flagger Kit	5,000 Copies
Full Page	B/W or color Flagger Workbook (Inside Back Cover)	6,000 Copies
Full Page	B/W or color TCS Notebook	4,000 Copies
Full Page	B/W Flagger Workbook (Inside Front Cover)	6,000 Copies
Full Page	B/W Flagger Workbook (Inside Front Cover)	12,500 Copies
Full Page	B/W Flagger Workbook (Inside Back Cover)	12,500 Copies



Roadway Safety Training Institute