



North American Airports Collectors Series™

Getting Started

www.airporttradingcards.com

2019 Participation Deadline

The open period for ACI-NA airports to participate in the 2019 year of the NAACS program will continue through August 2, 2019. The 2019 series of cards will be unveiled at the 2019 ACI-NA Annual Conference and Exhibition in Tampa September 15 – 17, 2019.

Templates & Design

1. Before airports begin the process, ACI-NA must confirm the airport is a member in good standing. Only ACI-NA members are eligible to participate in the trading card campaign.
2. Download template files, branding guidelines and promotional signage assets. Airports must have access to Adobe Creative Suite to edit trading card template, trading card poster template and optional sign files. Files will include images and related links.
3. The base Trading Card Template will show the completed STL design (with watermark images) as a reference. Airports simply follow branding guidelines. Swap out STL assets with own airport's images (front and back), airport name, airport code, airport logo, airport description, airport location (including GPS coordinates), airport factoids, airport website, social media handle(s) [new this year], airport series card # (Airport Code +001 if this is your airport's first trading card, +002 if it's your second, etc.) and airport copyright.
4. The template has been designed that almost all regions of copy, images and logos are set and should not change. The only item that needs to be changed is the Airport Pin locator on the map, which should be adjusted to your airport's location along with your airport's code in the "pinhead."
5. IMPORTANT: The two key images (main vertical image on front of card and horizontal image on back of card) need to be at least 20" wide or tall at 300dpi. This allows the images to be compatible to use in trading card template as well as the replica poster template which will produce posters at 17.5" x 24.5". Poster replicas can be used for marketing purposes for your airport, as well as ACI-NA.
6. If Airports already have images, logo and text information, the process to create the card should take less than a couple of hours. However, your own internal communication review and approval processes could take considerably longer.

ACI-NA Review/Approvals

1. All airports must submit their trading card design to ACI-NA for review and approval by **5 p.m. Friday, Aug. 2, 2019**. No cards will be accepted for review after this deadline.
2. Email Robyn Rudish-Laning, Senior Marketing Manager for ACI-NA at rrudishlaning@airportsCouncil.org a pdf or jpeg of design (both sides). This is so the ACI-NA team can make sure that design is to specifications. It's important that the trading card series maintains design integrity, which protects the value of this campaign for all participating airports.

3. Prior to approval, participating airports will be required to complete a trademark license agreement that grants participants permission to use the official NAACS logo to be included as part of the series. Approval could take one to two weeks, depending on if the airport is required to make design adjustments based on the review.
4. Upon approval, ACI-NA will ask that airports upload their design files for their trading cards.
5. ACI-NA needs the graphic design assets to populate trading card images and information on the campaign's website, www.airporttradingcards.com, which is important in marketing all the airport trading cards in the program.
6. ACI-NA would also use design files to produce posters or other marketing materials to further promote the NAACS on behalf of participating airports.
7. Files should be sent via Dropbox, Hightail, or similar file sharing service to rudishlaning@airportscouncil.org.

Printing

1. Each airport is responsible for printing and covering the cost of printing for their own trading cards.
2. Please note printer specifications.
 - Stock: 16 pt cardstock
 - Ink: CMYK offset printing
 - Coating: Gloss UV coating
 - Packaging: Boxed or optional cellophane with crimp ends.
3. Printing quantity is up to each individual airport. Because this is a mass produced marketing item, higher volumes (30,000, 40,000 or 50,000 or more) will yield lower costs per card.
4. Airports can consider printing a smaller quantity in cellophane wrap to create a "higher value" card to be distributed to VIPs or special events.
5. ACI-NA asks that each participating airport provide ACI-NA with at least 500 of each of their cards for promotion at ACI-NA events, meetings, etc. Cards must be shipped to ACI-NA offices by **Monday, Aug. 26, 2019**.

NAACS Signage

1. Assets available here include templates for floor standing or desktop counter cards that will allow airports to continue to brand the NAACS in one uniform way.
2. Signage also allows for airports to insert their own trading card images into the sign design.
3. Airports are responsible for printing any NAACS signs.

For more information on the campaign, contact Robyn Rudish-Laning, Senior Marketing Manager for ACI-NA at rudishlaning@airportscouncil.org and Jeff Lea, Public Relations Manager for Lambert - St. Louis International Airport, at jrlea@flystl.com.