



Rate Base: 300,000

2009/10 NATIONAL DISPLAY ADVERTISING RATES

| Four Color | 1x | 3x | 6x |
|------------|----------|----------|----------|
| Full Page | \$30,870 | \$29,327 | \$27,783 |
| Spread | \$58,653 | \$55,718 | \$52,789 |
| 2/3 Page | \$24,707 | \$23,473 | \$22,234 |
| 1/2 Page | \$19,294 | \$18,328 | \$17,367 |
| 1/3 Page | \$14,905 | \$14,159 | \$13,414 |

2009/10 COVER RATES

| Four Color | 1x | 3x | 6x |
|------------|----------|----------|----------|
| 2nd | \$37,044 | \$35,191 | \$33,338 |
| 3rd | \$33,957 | \$32,261 | \$30,560 |
| 4th | \$40,131 | \$38,126 | \$36,120 |

SALES CONTACTS

| | |
|---|---|
| boulder headquarters 5720 Flatiron Parkway Boulder, CO 80301 P) 303.253.6300 F) 303.253.6377 | san francisco Troy Rothwell c/o Rothwell Media 116 La Goma Street Mill Valley, CA 94941 P) 415.599.5330 |
| new york 2 Park Avenue, 9th Floor New York, NY 10016 P) 212.779.5091 F) 212.779.5469 | los angeles 100 N. Sepulveda Blvd. Suite 1800 El Segundo, CA 90245 P) 310.227.8957 F) 310.414.1531 |
| detroit 39533 Woodward Avenue, Suite 330 Bloomfield Hills, MI 48304 P) 248.282.5546 F) 248.294.1761 | chicago 625 North Michigan Avenue, Suite 1270 Chicago, IL 60611 P) 312.252.2839 F) 312.573.1535 |

SHIPPING INSTRUCTIONS

| Send ad materials: | Fax insertion orders to: |
|--|--------------------------|
| Skiing Magazine | Skiing Magazine |
| Kristin Dann | Jennifer Hohensee |
| Production Department | 5720 Flatiron Parkway |
| 2052 Corte del Nogal | Boulder, CO 80301 |
| Carlsbad, CA 92011 | tel: (303) 253-6419 |
| tel: (760) 721-1276 | fax: (303) 253-6377 |
| *Include magazine name and issue date. | |

ISSUE & CLOSING DATES

Skiing is published six times yearly.

| ISSUE | AD CLOSE | MATERIAL DUE | ON SALE |
|--------------------|----------|--------------|----------|
| SEPTEMBER '09 | 06/22/09 | 06/26/09 | 08/18/09 |
| OCTOBER '09 | 07/27/09 | 07/31/09 | 09/22/09 |
| NOVEMBER '09 | 08/24/09 | 08/28/09 | 10/20/09 |
| DECEMBER '09 | 09/21/09 | 09/25/09 | 11/17/09 |
| JANUARY '10 | 10/19/09 | 10/23/09 | 12/15/09 |
| FEBRUARY/MARCH '10 | 11/23/09 | 11/27/09 | 01/26/10 |

UNITS AND SIZING

| UNITS | NON-BLEED (w" x d") | BLEED (w" x d") | TRIM (w" x d") |
|-----------------------|------------------------|--------------------|-------------------|
| Full Page | 7.34 x 9.79 | 8.75 x 11.125 | 8.5 x 10.875 |
| Spread | 16 x 9.79 | 17.25 x 11.125 | 17 x 10.875 |
| 2/3 Pg. (2 cols wide) | 4.84 x 9.79 | 5.58 x 11.375 | 5.33 x 10.875 |
| 1/2 Pg. Hz. | 7.34 x 4.895 | 9 x 5.72 | 8.5 x 5.47 |
| 1/3 Pg. Vt. | 2.33 x 9.79 | 3.25 x 11.375 | 3 x 10.875 |

SPECS & MECHANICS

MAGAZINE TRIM SIZE: 8.5" x 10.875"

MECHANICAL REQUIREMENTS: Perfect Bound, Offset Printing; Jog to Foot — .125" Foot Trim

MAXIMUM DENSITY ACCEPTED: 300%

LINE SCREEN: 133

R.O.B. UNITS—SAFETY: live matter should be kept .25" from trim size

R.O.B. UNITS—TRIM: .125" all around

Material Specifications: SWOP standards apply.

File Formats Accepted: We will accept the following files: **PDFX1A** format is the preferred file format for file submission. When preparing **PDFX1A** files careful attention must be paid to ensure they are properly created and will reproduce correctly. Please see below for guidelines. Please call Kristin Dann at (760) 721-1276, or email at kristin.dann@bonniercorp.com if you have any other questions regarding material.

Creative pick ups: Pick ups must be accompanied by a low res proof and issue/page number in which creative previously ran.

WE DO NOT ACCEPT APPLICATION FILES.

Media: The following are acceptable: Mac formatted; CD-ROM, DVD. Please label all media with issue date, agency name, contact name and phone number, advertiser, ad number, vendor name and contact. If you would like media returned, please include a return address.

Proofing: **NO LASER PROOFS:** We require one digital proof (i.e. Epson) generated from the digital file. All proofs must bear Standard GATF Offset Color Bars/Exposure Scales and should be proofed to SWOP specifications.

General Guidelines: Supply required screen ruling and dot shape and angle. Build pages to trim size and extend bleed beyond page edge. All elements must be placed at 100% of size. Use stylized fonts. Do not apply style attributes to basic fonts.

CONTINUED ON BACK

SPECS & MECHANICS (continued)

Do Not Use TrueType or Multiple Master Fonts.

- Include all printer and screen fonts, images/scans, logos/artwork.
- Do not nest EPS files in other EPS files.
- Pantone colors must be in CMYK mode. If you are planning on using a PMS, please contact Kristin Dann at (760) 721-1276, or email at kristin.dann@bonniercorp.com.
- All images/scans must be in CMYK mode.
- Font information should include manufacturer, font name and version.
- Four color solids should not exceed SWOP density of 300%.
- Supply one composite LW and CT file per page.
- Supply single pages on full page ads; on spread units, supply one continuous image file.
- Black text should be merged with the LW file.
- Supply hard copy proofs that match each supplied digital file.
- Proofs must be provided at 100% of size.
- 133 Line Screen required. Density should not exceed 300%.
- Rotation of Color: yellow, magenta, cyan, black
- If you have any additional questions, please contact Kristin Dann at (760) 721-1276, or email at kristin.dann@bonniercorp.com.

BONNIER CORPORATION RATE CARD TERMS AND CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
5. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
7. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
8. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
9. Until credit is approved, Advertisements are run on a prepaid basis only.

GENERAL ADVERTISING CONDITIONS

- a. BLEED: Available on all units 1/3 page or larger including covers add 5%. No charge for gutter bleed.
- b. Split Runs: AB, numerical and geographical split runs are available. Rates on request.
- c. Supplied Inserts (Non-cancelable): Booklets, cards, full page inserts and gatefold rates on request. These units (except standard size postcards) do not earn, but can contribute to frequency or other discounts. Consult publisher for details.
- d. Regional Advertising: Skiing is published in regional editions with editorial material pertaining to each. Rates available on request. Customized regional advertising is also available.
- e. Publisher cannot provide proofs of any ads submitted after closing date.

CIRCULATION

1. Distribution: Newsstand-Nationally, Canada and Overseas. Also through ski shops and subscriptions.
2. Skiing Rate Base: 300,000
3. Price: Single Copy (US): \$4.99, Annual Subscription: \$10.00