

SKI

MAGAZINE

Rate Base: 400,000

2010/11 NATIONAL DISPLAY ADVERTISING RATES

Four Color	1x	3x	6x
Full Page	\$41,160	\$39,102	\$37,044
Spread	\$78,204	\$74,293	\$70,382
2/3 pg.	\$32,944	\$31,295	\$29,647
1/2 pg.	\$25,725	\$24,439	\$23,153
1/3 pg.	\$19,877	\$18,884	\$17,887

2010/11 COVER RATES

Four Color	1x	3x	6x
2nd	\$49,392	\$46,925	\$44,454
3rd	\$45,276	\$43,013	\$40,751
4th	\$53,508	\$50,831	\$48,158

SHIPPING INSTRUCTIONS

Send ad materials to:	Fax insertion orders to:
SKI Magazine Kristin Dann Production Department 2052 Corte Del Nogal Suite 100 Carlsbad, CA 92011 P) (760) 707-1953 Include magazine name and issue date.	SKI Magazine Amy Chamberlain 5720 Flatiron Parkway Boulder, CO 80301 P) (303) 253-6419 F) (303) 253-6377

ISSUE & CLOSING DATES

SKI is published seven times yearly.

ISSUE	AD CLOSE	MATERIALS DUE	ON SALE
SEPTEMBER 2010	7/23/2010	7/28/2010	9/14/2010
OCTOBER 2010	8/20/2010	8/25/2010	10/12/2010
NOVEMBER 2010	9/17/2010	9/22/2010	11/9/2010
DECEMBER 2010	10/15/2010	10/20/2010	12/7/2010
JANUARY 2011	11/12/2010	11/17/2010	1/4/2011
FEBRUARY 2011	12/10/2010	12/15/2010	2/1/2011
DIGITAL ISSUE			
MARCH/APRIL 2011	2/8/2011	2/15/2011	3/1/2011

UNITS & SIZING

UNITS w"x d"	NON-BLEED	BLEED	TRIM
Full Page	7 x 10	8.125 x 10.75	7.875 x 10.5
Spread	15 x 10	16 x 10.75	15.75 x 10.5
2/3 pg. (2 cols wide)	4.625 x 10	5.125 x 10.75	5 x 10.5
1/2 pg. Horizontal	7 x 5	8.125 x 5.25	7.875 x 5.125
1/3 pg. Vertical	2.25 x 10	2.75 x 10.75	2.625 x 10.5

SALES CONTACTS

Boulder Headquarters

5720 Flatiron Parkway
Boulder, CO 80301
P) (303) 253-6300 F) (303) 253-6377

Atlanta

c/o Maddock & Mandel
3340 Peachtree Road NE
Suite 1550
Atlanta, GA 30326
P) (404) 256-6800 F) (404) 255-7942

Boston

c/o Beacon Media Group
4 Acorn Street
Boston, MA 02108
P) (917) 208-8825

Chicago

625 North Michigan Avenue
Suite 1270
Chicago, IL 60611
P) (312) 255-2553 F) (312) 573-1535

Los Angeles

100 N. Sepulveda Boulevard
Suite 1800
El Segundo, CA 90245
P) (310) 227-8957 F) (310) 414-1531

New York

2 Park Avenue, 9th Floor
New York, NY 10016
P) (212) 779-5091 F) (212) 779-5469

San Francisco

415 Jackson Street, 2nd Floor
San Francisco, CA 94111
P) (415) 599-5330 F) (415) 632-1640

SPECS & MECHANICS

MAGAZINE TRIM SIZE: 7.875" x 10.5"

MECHANICAL REQUIREMENTS: Perfect Bound, Offset Printing, Jog to Foot - .125" 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: PDFX1A format is the preferred file format for file submission. When preparing PDFX1A files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see below for guidelines. Please call Kristin Dann at (760) 707-1953 or email 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 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 Dan at (760) 707-1953 or 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, contact Kristin Dann at (760) 707-1953 or 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 adjustment of the rate (shortage) based upon 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 the 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 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: Ski is published in regional editions with editorial material pertaining to each. Rates available upon 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: 400,000
3. Price: Single Copy (US): \$4.99, Annual subscription: \$10.00