

SHIPPING INSTRUCTIONS

Send ad materials:	Fax insertion orders to:
SnoWorld Kristin Dann Production Department 2052 Corte del Nogal Carlsbad, CA 92011 tel: (760) 707-1953 *Include magazine name and issue date.	SnoWorld Jennifer Hohensee 5720 Flatiron Parkway Boulder, CO 80301 tel: (303) 253-6419 fax: (303) 253-6377

ISSUE & CLOSING DATES

ISSUE	AD CLOSE	MATERIAL DUE	ON SALE
SNOWORLD 2009	07/31/09	08/04/09	10/09

UNITS & SIZING

UNITS	NON-BLEED (w" x d")	BLEED (w" x d")	TRIM (w" x d")
Full Page	7 x 10	8.25 x 11	8 x 10.75
Spread	15 x 10	16.25 x 11	16 x 10.75

2009 ADVERTISING RATES

Four Color	1x
Full Page	\$21,000
Spread	\$34,650

SALES CONTACTS

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

SPECS & MECHANICS

MAGAZINE TRIM SIZE: 8" x 10.75"

MECHANICAL REQUIREMENTS: Perfect Bound, Offset Printing; Jog to Foot — 1/8" Foot Trim

MAXIMUM DENSITY ACCEPTED: 300%

LINE SCREEN: 150

R.O.B. UNITS—SAFETY: live matter should be kept 1/4" from trim size

R.O.B. UNITS—TRIM: 1/8" 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) 707-1953, or email at kristin.dann@bonniercorp.com if you have any other questions regarding material.

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.

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) 707-1953, 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) 707-1953, or email at kristin.dann@bonniercorp.com.