

Print Schedule & Mechanical Requirements

Print Schedule	Ad Close	Publish By
Issue #12, Spring 2014	Jan 31	Feb 28
Issue #13, Summer 2014	May 31	June 30
Issue #14, Fall/Winter 2014	Aug 31	Sep 30

Space needs to be reserved, and ad art received, by the Ad Close date listed.

California Paddler Magazine can produce professional-quality ad art for you for a nominal charge.

Size Requirements (width x height)

- full page: 8.25" wide x 10.5" tall (if using bleeds, add .25" to each side that you want to bleed - this additional area will be trimmed off. Remember to have your primary text/content away from the trimmed edge)
- 2/3 page vertical: 4.875" wide x 9 5/8" tall
- 1/2 page horizontal: 7.5" wide x 4.75" tall
- 1/2 page island: 4.875" wide x 7.25" tall
- 1/3 page vertical: 2.375" wide x 9.625" tall
- 1/3 page island: 4.875" wide x 4.75" tall
- 1/3 page horizontal: 7.5" wide x 3.25" tall
- 1/4 page: 3.625" wide x 4.75" tall
- 1/6 page vertical: 2.375" wide x 4.75" tall
- 1/6 page horizontal: 4.875" wide x 2.375" tall

Magazine trim size: 8.25" wide x 10.5" tall

If you have art from a prior magazine that doesn't match these sizes, let us know as we can likely make it work.

Display Ad Mechanical Requirements

All ads can be run as black & white or as 4-color for the same price.

All photos and graphics within the ad should be high resolution (300+ DPI or "Effective LPI" of over 250). When in doubt, use the highest resolution possible.

For best results art should be supplied as a camera ready EPS or Postscript file with fonts converted to curves or outlines, or as a PDF with all fonts and images embedded. If you can't do EPS or PDF, high resolution TIFF (preferred), PNG, or JPEG also could work.

Web Banner Ad Mechanical Requirements

Art needs to be in a standard web image format (usually JPG or GIF – includes being animated GIFs) of a size no larger than 200 pixels wide by 500 pixels tall. Ads smaller are Ok as the system will automatically center it to make it look nice.

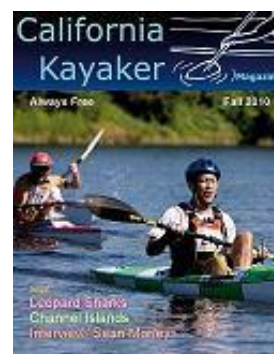
Peter Donohue, Editor • peter@calpaddlermag.com
California Paddler Magazine • PO Box 282004, San Francisco, CA 94128
 650-868-8653 • calpaddlermag.com • [facebook.com/CalPaddlerMag](https://www.facebook.com/CalPaddlerMag)



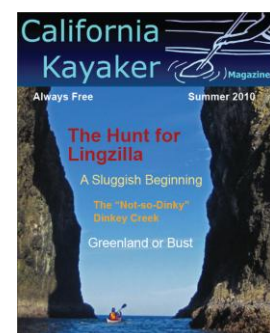
Issue #5, Spring 2011



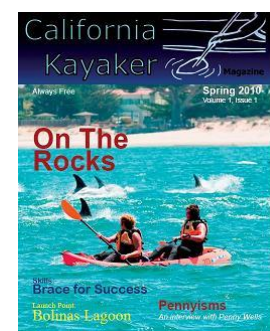
Issue #4, Winter 2010



Issue #3, Fall 2010



Issue #2, Summer 2010



Issue #1, Spring 2010

Advertising Prices

	1x/yr	2x/yr	Continuous
1/6 page	\$388	\$320	\$291
1/4 page	\$512	\$422	\$384
1/3 page	\$620	\$512	\$465
1/2 page	\$897	\$740	\$673
2/3 page	\$1,163	\$959	\$872
full page	\$1,550	\$1,279	\$1,163

Prices are listed per issue.

- 1X means you will run 1 ad with no obligation to run any more ads after that.
- 2X means you will run 2 ads in a 12 month period.
- Continuous means you will run ads in all future issues until you say to stop (3 issues minimum). We will contact you at least 2 weeks in advance of the ad close date and use the same ad art unless you tell us you want to use new art.

For 2X and continuous, you can change ad art and sizes between issues.

Display Ad Additional Charges:

Special placement charges for Display Ads (subject to Publisher's approval and availability)

- o +20% for back cover - full page ad only
- o +10% for inside covers - full page ad (preferred) or half page horizontal
- o +10% for placement on a specific page not listed above

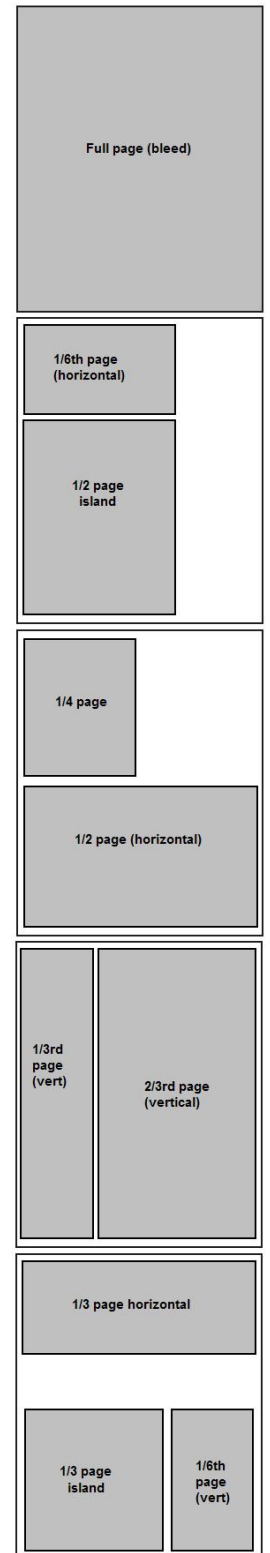
Display Ad Discounts:

The following discounts are available upon Publisher agreement. Some discounts are not cumulative.

- o Prepayment - 5% (payment must be received by ad close date).
- o Non-profit - 10%
- o Event sponsorship - 25% (requires *California Kayaker Magazine* logo on event marketing literature, chance to promote magazine at event, etc. - contact us for details)
- o Multiple ads in same issue - 10% discount on each ad in the same issue

Online Banner Ads

If you buy a half page or larger display ad in the magazine, you get a free Online Banner Ad on the web site. Online Banner Ads are run on the right side of the resource page (www.calpaddlermag.com/resources.html) and blog (calkayakermag.blogspot.com). The ads are automatically rotated amongst all who have Online Banner Ads. Online Banner Ads can not be bought separately.



Terms of Sale

1. Full payment is due on the ad close date, except for accounts with pre-approved credit. **An interest charge of 1-1/2% per month may be applied to all past due balances.** No discounts are allowed on late invoices. **There is a \$25 charge for all returned checks.**
2. Accounts with pre-approved credit can get a 5% pre-payment discount if payment is received by ad closing date.
3. Rates are subject to change upon notice. Rates will be honored for the duration of signed contracts or the advertiser will be allowed to cancel the contract without penalty.
4. All discount policies and production charges shall be based on the latest rate card and are subject to change without notice.
5. The Contract will not be extended past the number of insertions originally selected (with the exception of "Continuous" ad rate, which extends until one party or the other terminates, with a minimum of 3 ad insertions). New contracts will be based on the rate card in effect at the time of signing.
6. It is the responsibility of the advertiser to provide full camera-ready art by the advertising materials deadline. Failure to fulfill this requirement implies authorization to rerun a previously run advertisement or to construct a new advertisement using general information about the Advertiser, at the Advertiser's expense.
7. Display Advertising Frequency discounts: The 2x rate requires 2 ad insertions within a 12-month period from when agreement is set. "Continuous" means that the same size ad will be run continuously, until one party or the other terminates or changes (3 ad insertion minimum).
8. Advertisers who do not complete the number of insertions in their advertising contracts agree to be billed retroactively at their actual earned rate (short rated). A signed contract must be on file to qualify for frequency discounts.
9. Cancellations must be made in writing prior to the space reservation deadline. No cancellations of advertising space will be accepted after the ad close date.
10. Ad positioning is at the discretion of the publisher.
11. The Magazine reserves the right to reject any advertisement it deems unsuitable. This includes advertisements that do not meet the mechanical requirements and ads containing content that is deemed offensive, inappropriate, or otherwise not in the best interest of the magazine. **We will not allow ads that promote "price wars" amongst retailers, nor allow advertisements from mail order firms that sell discounted products that are also available in kayak retailers.**
12. Advertiser and/or agency agree to accept full liability for claims based on the content of their advertisements. Advertisers and/or agencies agree to pay all costs involved in defending the publisher against claims resulting from the content of their advertisements.
13. The Magazine assumes no liability for errors in key numbers or for a failure, for any reason, to insert an advertisement.
14. The Magazine's liability for any error will not exceed the cost of the ad space.
15. Advertisers and agencies agree they are jointly and severally liable for any charges they incur. Advertisers and agencies agree to assume all legal and collection costs incurred by the publisher in case of their failure to pay advertising costs.