



## Advertising Information

*California Kayaker Magazine* is focused on being California's source for kayaking information. We cover all forms of kayaking (white water, sea kayaking/touring, fishing, surfing, etc.) and for readers ranging from those just entering the sport to 5-star paddlers.

*California Kayaker Magazine* is printed on glossy stock and packed with photos and stories written by local experts. Articles include places to paddle, trip experiences, skills, product reviews, news, how to get started, etc.

California Kayaker will be published twice in 2012 (Spring and Summer), and is distributed free at kayaking, sports, and boating outlets in California, Oregon, and Nevada. Expected print runs for 2012 will exceed 10,000 copies per issue, and runs have been as high as 12,000 copies for issues where the demand requires it.

Every issue is also available for free from our website (available as both PDF and in an online Flash-viewable format). Each issue normally sees 1000 downloads within a few weeks, and over 2000 downloads within 6 months. Each issue remains archived online even after newer issues are published, and continues to receive about 100 downloads each month.

### Why Advertise with California Kayaker?

- California is one of the largest (if not THE largest) markets for kayakers in the country. *California Kayaker Magazine's* focus on this region provides the best vehicle to reach kayakers in California.
- Distributed through over 200 locations, including all specialty kayak retailers, in California, Oregon, and Nevada.
- We reach readers ranging from those just getting interested in kayaking to experts, not just the enthusiasts which other magazines target. This lets you get your ad in front of people who have not seen it before.
- All ad prices are for 4-color, so you can use color to make the best impression.
- Free web banner ad for advertisers who run a half-page or larger print ad.
- We are local, and support local shops. We will not allow ads that promote "price wars" amongst retailers, nor allow advertisements from mail order discounters that compete with local kayak retailers.



Issue #8, Spring 2012



Issue #7, Fall 2011



Issue #6, Summer 2011



Issue #5, Spring 2011

## Print Schedule & Mechanical Requirements

Print Schedule	Ad Close	Publish By
Issue #9, Summer 2012	May 31	June 30
Issue #10, Spring 2013	Feb 15	Mar 15
Issue #11, Summer 2013	May 31	June 30

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

*California Kayaker 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. Reminder – it often looks better to have your primary text/content away from the trimmed edge by at least 0.25", so in an area of about 7.75" x 10")
- 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) or JPEG also would work.

### Banner Ad Mechanical Requirements

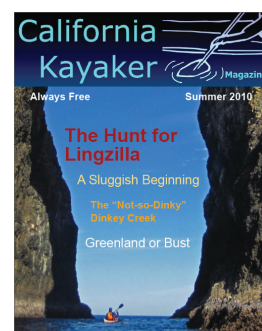
Art needs to be in a standard web format (usually JPG or GIF – includes being able to use animated GIFs) of a size no larger than 200 pixels wide by 500 pixels tall. Ads smaller than this size are Ok as the system will automatically center it to make it look nice.



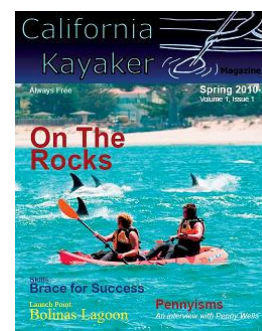
Issue #4, Winter 2010



Issue #3, Fall 2010



Issue #2, Summer 2010



Issue #1, Spring 2010

# Advertising Prices

	1x/yr	2x/yr
full page	\$1,550	<b>\$1,279</b>
2/3 page	\$1,163	<b>\$959</b>
1/2 page	\$897	<b>\$740</b>
1/3 page	\$620	<b>\$512</b>
1/4 page	\$512	<b>\$422</b>
1/6 page	\$388	<b>\$320</b>

**New Lower  
2X prices  
For 2012!**

Prices are listed per issue.

Magazine is currently being published twice per year in the Spring and Summer. 1X means you will run 1 ad with no obligation to run any more ads after that. 2X means you will run an ad in both of the next 2 issues published.

## Display Ad Discounts:

The following discounts are available upon Publisher agreement. Discounts are not cumulative (except 5% multiple ad discount).

- Non-profit - 10%
- Event sponsorship - 25% (contact *California Kayaker Magazine* for details)
- Multiple ads in same issue - 5% discount on each ad in the same issue when 2 or more ads are run in that issue

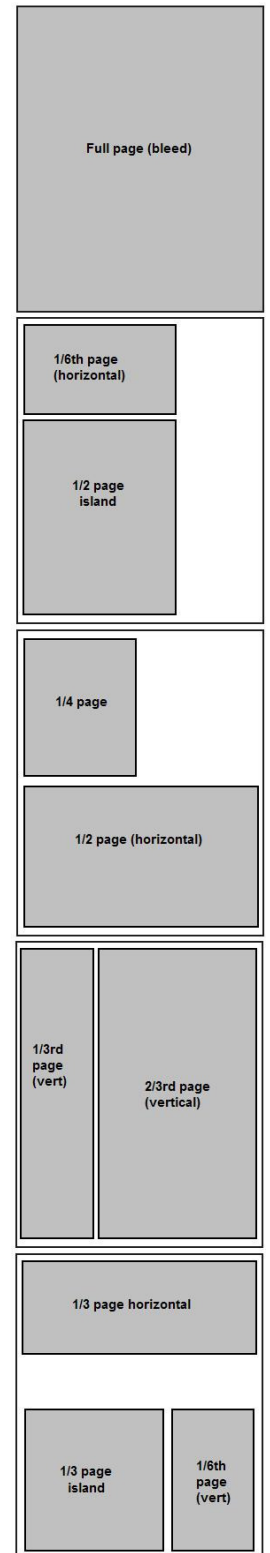
## Display Ad Additional Charges:

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

- 20% for back cover (full page ad only)
- 10% for inside covers (full page ad preferred, half page horizontal could also work)
- 10% for placement on a specific page not listed above

## Online Banner Ads

If you buy a half page or larger display ad in the magazine, you are also given a free Online Banner Ad on the web site. Online Banner Ads are run on the right side of the resource page (<http://www.calkayakermag.com/resources.html>) and blog ([calkayakermag.blogspot.com](http://calkayakermag.blogspot.com)). The ads are automatically rotated amongst all who have half page or large display ads in the Magazine. 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. 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.
3. All discount policies and production charges shall be based on the latest rate card and are subject to change without notice.
4. The Contract will not be extended past the number of insertions originally selected. New contracts will be based on the rate card in effect at the time of signing.
5. 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.
6. Display Advertising Frequency discounts: The 2x rate requires 2 ad insertions within a 12-month period from when agreement is set. Advertisers who do not complete 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.
7. 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.
8. Ad positioning is at the discretion of the publisher.
9. 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.**
10. 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.
11. The Magazine assumes no liability for errors in key numbers or for a failure, for any reason, to insert an advertisement.
12. The Magazine's liability for any error will not exceed the cost of the ad space.
13. 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.

Rev Summer 2012