

EXPLORATION · OUTDOOR DIRECTORY 2009 ADVERTISING RATES & DATES

EXPLORATION

GEAR | DESTINATIONS | EDUCATION

Readers browse through **exploration** looking for the latest in outdoor adventure products and services. Tours, destinations, accommodations, essential gear, equipment and instructional courses are all found in the pages of **exploration**.

EXPLORATION RATES

Available in one size only (2.25" wide x 3" high).
All ads are four colour.

1 time	\$690
2 times	\$660
3 times	\$620
4 times	\$600
5 times	\$580
6 times	\$550

For custom ad design add \$100.
Rates for exploration are non-commissionable.

OUTDOOR DIRECTORY

CLASSIFIED ADVERTISING

Outdoor Directory provides a low-cost option to place repeat ads throughout the year.

OUTDOOR DIRECTORY CATEGORIES INCLUDE:

- Adventure Tours
- Climbing/Mountaineering
- Lodges
- Overseas Adventures
- Canoeing/Kayaking
- Hiking/Backpacking
- Mountain Biking
- Instruction & Resources

ADVENTURE BOUND Mountaineering and Hiking in the beautiful Rocky Mountains area with certified guides. Trips run from Christmas through May. Summer mountaineering and glacier hikes offered July/August.
Tel: 250-XXX-XXXX Fax: 250-XXX-XXXX
P.O. Box 123. Kelowna, BC V2A 4A5
E-mail: adventure@visitus.com
Website: www.adventures.com

When submitting your **Outdoor Directory** listing please include: your company name, mailing address and/or e-mail, phone and fax number and website. Please follow the format in this sample.

OUTDOOR DIRECTORY

Text-only classified listings in all categories.

Rates per issue:

40-60 words/symbols	\$105
61-80 words/symbols	\$130
81-100 words/symbols	\$155
101+ words/symbols	\$180

PUBLISHING SCHEDULE 2009

Issue	Space closing	Material closing	On sale
March/April	January 12	January 22	February 23
May	February 12	February 26	April 6
June	April 2	April 16	May 25
July/August	May 21	June 4	July 13
September/October	July 14	July 29	September 7
Winter	September 24	October 8	November 16

ADVERTISING & MARKETING COORDINATOR

Marissa McIlmoyl
416-599-2000 x231
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Visit us at
explore-mag.com

EXPLORATION · OUTDOOR DIRECTORY MECHANICAL INFORMATION

SUPPLIED ADS

Advertisers must supply a Mac-compatible electronic TIFF, EPS, JPEG or PDF file of their ad. The ad must be positioned within a keyline, and all elements must be converted to CMYK by the advertiser. Image files must be at a 300 dpi resolution at final ad size (100%). Four-colour solids or image data should not exceed SWOP density of 280%.

explore is Macintosh-computer-based and therefore only able to accept Mac-compatible electronic files. Disks should come loaded with all supporting files, screen and printer fonts (Type 1), accompanied by laser output of the ad unit.

Advertisers supplying incomplete or incorrect electronic material, requiring *explore* to complete or convert the ad, will be billed at an additional cost.

MEDIA

Mac formatted CD-Rom. Include the issue date, Advertiser, Agency Name, Vendor Contact, Ad Number/Name, Return Address, List of Contents.

MATERIAL REQUIREMENTS FOR ADS CREATED BY EXPLORE

Rate includes: ONE design and electronic assembly of ad, plus ONE copy revision prior to first insertion. Additional revisions will be billed at \$35 each. Advertisers must supply: photographic prints or transparencies, original logo art or illustrations, and final typed copy. Original art is essential for good reproduction in the magazine. *explore* cannot be held responsible for print production unless appropriate original material is supplied by the advertiser.

***explore* will not guarantee optimum reproduction, nor accept responsibility for error, if any materials are submitted later than the scheduled material closing date.**

CHANGES TO EXISTING ADS

No changes can be made to supplied ads. The advertiser must re-supply the ad material with the changes already made. Copy changes can be made to ads created by *explore* at a cost of \$35 per revision. \$50 will be charged for changes requiring the scanning of illustrations or photographs.

2009 PAYMENT POLICY

EXPLORATION

Invoices are issued on the publication date of each issue and are due within 30 days. Overdue accounts are subject to a service charge of 1.5% per month. All first-time advertisers must pay in full at time of booking to establish credit.

OUTDOOR DIRECTORY

Prepayment is required by credit card at time of booking. Receipts are issued on publication date.

All rates are in Canadian dollars.

Goods and Services Tax: Rates do not include Goods and Services Tax. The federal government requires that we collect a 5% Goods and Services Tax on all advertising and services in *explore*.

CONTACTS

Production Manager: Jodi Brooks

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Assistant Production Manager: Denise Gray

416-599-2000 x291 · dgray@explore-mag.com