

# Blue Ribbon MAGAZINE

## ADVERTISING GUIDE For 2009-2010



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### Call

**1-866-212-8426**

or email:  
[brads@sharetrails.org](mailto:brads@sharetrails.org)  
to reserve space for  
your ad today!

*The BlueRibbon Magazine readership includes a full spectrum of off-highway trail users, including: 4-wheel drive enthusiasts, ATVers, horse-back riders, motorcyclists, mountain bikers, personal watercraft enthusiasts, snowmobilers, and a host of other recreation leaders. People who love the outdoors.*

*You can reach this targeted audience by joining the BlueRibbon advertising team. Show your customers that you support the BlueRibbon Coalition's efforts to preserve recreational access to public lands...*

# BLUERIBBON ADVERTISING RATES

AD SIZE	one issue	three issues	six issues	twelve issues	COLOR CHARGE
Budget	\$69	\$66	\$64	\$62	varies*
Economy	\$155	\$148	\$143	\$138	varies*
1/6th Page	\$308	\$292	\$286	\$275	varies*
Quarter Page	\$655	\$624	\$605	\$585	varies*
Half Page	\$983	\$936	\$907	\$877	varies*
Full Page	\$1990	\$1910	\$1851	\$1790	+\$800.00
2/3rd Page Spread	\$2662	\$2551	\$2472	\$2391	+\$1000.00
Page & 1/3rd Spread	\$2985	\$2866	\$2777	\$2686	+\$1200.00
2 Page Spread	\$3981	\$3821	\$3703	\$3581	+\$1200.00
Custom Single Column† (2.23 inches across)	\$69 per inch	\$66 per inch	\$64 per inch	\$62 per inch	varies*
Custom Two Column† (4.61 inches across)	\$138 per inch	\$132 per inch	\$128 per inch	\$124 per inch	varies*
Custom Three Column† (7 inches across)	\$207 per inch	\$198 per inch	\$192 per inch	\$185 per inch	varies*

† **Custom Ads**— Design your own ad! \*Call 1-866-212-8426 toll free (or email: [brads@sharetrails.org](mailto:brads@sharetrails.org)), for color availability & rates.

[A] Choose your width in columns (above). [B] Choose your depth in inches.

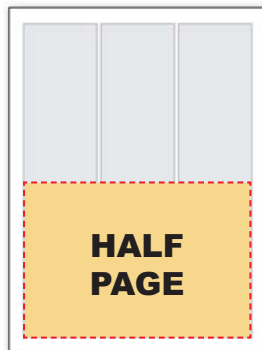
[C] Multiply price from the table above by the Ad's depth in inches to determine the final price.

## EXAMPLE ADVERTISEMENT SIZES

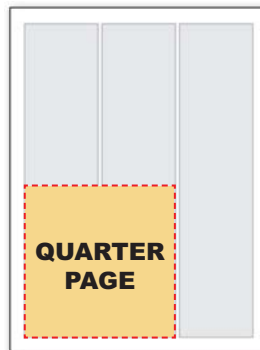
--- LIVE AREA  
— TRIM



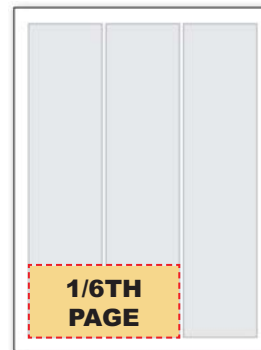
LIVE AREA: 7" x 9.75"  
TRIM SIZE: 8" x 10.75"



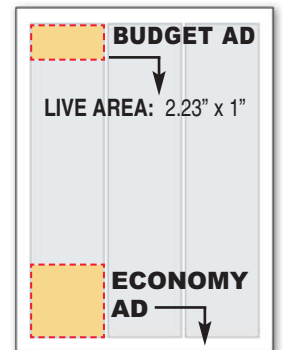
LIVE AREA: 7" x 4.75"



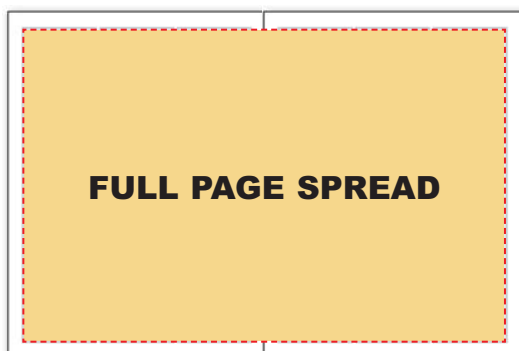
LIVE AREA: 4.61" x 4.61"



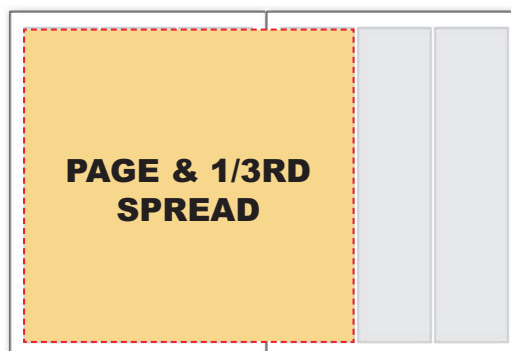
LIVE AREA: 4.61" x 2.25"



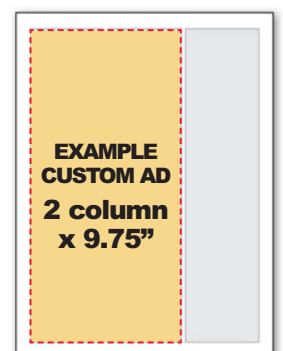
LIVE AREA: 2.23" x 2.25"



LIVE AREA: 15" x 9.75"  
TRIM SIZE: 16" x 10.75"



LIVE AREA: 10.25" x 9.75"  
TRIM SIZE: 10.75" x 10.75"



LIVE AREA: 4.61" x 9.75"

# ADVERTISING DEADLINES

ISSUE	SPACE CLOSE		MATERIALS		MAILING DATE	
	2009	2010	2009	2010	2009	2010
January	11-26-08	11-25-09	12-01-08	11-30-09	12-22-08	12-21-09
February	12-31-08	12-30-09	01-05-09	01-04-10	01-26-09	01-25-10
March	01-28-09	01-27-10	02-02-09	02-01-10	02-23-09	02-22-10
April	02-25-09	02-24-10	03-02-09	03-01-10	03-23-09	03-22-10
May	03-25-09	03-31-10	03-30-09	04-05-10	04-20-09	04-26-10
June	04-29-09	04-28-10	05-04-09	05-03-10	05-26-09	05-24-10
July	05-27-09	05-26-10	06-01-09	06-01-10	06-22-09	06-21-10
August	06-24-09	06-30-10	06-29-09	07-06-10	07-20-09	07-27-10
September	07-29-09	07-28-10	08-03-09	08-02-10	08-24-09	08-23-10
October	08-26-09	08-25-10	08-31-09	08-30-10	09-22-09	09-21-10
November	09-30-09	09-29-10	10-05-09	10-04-10	10-27-09	10-26-10
December	10-28-09	11-01-10	11-02-09	11-01-10	11-23-09	11-22-10

**SPACE CLOSE:** Last possible date to reserve advertising space for the applicable issue.

**MATERIALS:** Date by which advertising materials are due (if advertisement requires in-house layout, 1 week earlier).

**MAILING DATE:** Approximate date on which the *BlueRibbon Magazine* is mailed to subscribers & members.

## MECHANICAL SPECIFICATIONS

**FULL PAGE LIVE AREA:** 7 x 9.75"

**FULL PAGE TRIM SIZE:** 8" x 10.75"

**BLEED:** 0.125" to 0.25" all around (make sure that crop marks clearly show the ad's trim line).

**MATERIALS:** Digital files only, on CD, DVD or via FTP (see below right). If possible, please provide a color proof for color advertisements, and a black & white proof for black & white advertisements.

### ACCEPTED FORMATS:

- High resolution PDF\* file (images 300 dpi+)  
\**Make sure all fonts are embedded.*
- High resolution (300 dpi+) TIFF image file
- High resolution (300 dpi+) JPEG (FTP Only)†  
†*Save at maximum quality.*

**NATIVE FILES:** Please do not send native files. If you absolutely MUST send native files, contact us for specifications (see contact info below).

### SEND PHYSICAL MATERIALS (CD, DVD, or "CAMERA-READY" ART) TO:

*BlueRibbon Magazine*  
Advertising Materials  
4555 Burley Drive, Suite A  
Pocatello, ID 83202-1921

### TO UPLOAD MATERIALS VIA FTP:

Call: 1-800-258-3742 (ext. 103)  
or email to: <brmag@sharetrails.org>  
(you will be given a login and password at that time).

## TERMS & CONDITIONS

1. All rates quoted are for space only.
2. The quality of camera-ready ads is the sole responsibility of the advertiser or advertising agency.
3. No conditions, oral or printed in the contract, offers, copy instructions, or elsewhere, which conflict with the Publisher's policies, will be binding on the Publisher.
4. Publisher's liability for any errors or failure to publish is limited to the charge of the advertisement in question.
5. All contents of advertisements 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 reserves the right to place the word "advertisement" with copy that in its opinion resembles editorial matter.
6. Positioning of advertisements is at the discretion of the Publisher except where a request for specific preferred position is acknowledged by Publisher in writing.
7. Publisher is not bound by any conditions printed or otherwise appearing on order forms or copy instructions when such conditions conflict with Publisher's policies unless such conditions are authorized in writing by the Publisher.
8. Advertisements containing names or pictures of living persons are published on the representation that written consent to publish has been obtained from the persons concerned by the advertiser or agency submitting them.
9. No ad may include product pricing except those set by manufacturer.
10. Cancellations and changes are not accepted after material deadline.
11. Advertisements not received by our advertising production department by the materials deadline will not be entitled to approval or revision by the advertiser or its agency.
12. If copy instructions for contracted ads are not received by the materials deadline, the Publisher reserves the right to repeat a previous ad of the same size.
13. Cancellation of space reservations for any other reason in whole or in part by the advertiser will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
14. Accounts not paid in full within 30 days of date of invoice shall incur a late charge of 2% per month from the due date until paid in full.
15. Publisher shall have the right to hold advertiser and/or its advertising agency, or representative, jointly and severally liable for such monies as are due and payable to Publisher for advertising which advertiser or its agent ordered and which advertising was published.
16. Individuals or concerns advertising their products and/or services agree to indemnify and protect from any claim or expense resulting from the unauthorized use or any name, photograph sketch or words protected by copyright, or registered trademark, labels, civil right, etc. in connection with their advertising.
17. Publisher is not responsible for advertising materials left unclaimed after 30 days.
18. Publisher is not liable for delays in delivery and/or non-delivery in the event of 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 slowdown, or any circumstances beyond the control of Publisher affecting production or delivery in any matter.
19. Advertisers and their agencies are solely responsible and assume full liability for all contents of their advertisements.
20. The advertising agency and the advertiser assume and agree to pay the charges for advertising published at their direction. In the event advertiser and/or agency default in payment of bills, advertiser and/or agency shall be totally liable for all fees and sums of collection, including but not limited to reasonable attorney's fees and court costs incurred by Publisher in the collection of said bills. Jurisdiction and venue for any litigation ensuing from advertising placed in the publication shall properly lie in Bannock County, Idaho.
21. Conditions, other than rates, are subject to change by Publisher without notice.
22. All insertions orders are accepted subject to provisions of our current rate card and are subject to change upon 30 days notice from the Publisher.

## SPECIAL AD SECTIONS

### SUPPORT PAGE ADVERTISEMENT

Looking for a way to show your support for the BlueRibbon Coalition that will stay within a tight budget? Place a *BlueRibbon Magazine* support ad! Each 2.25 inch by 1.75 inch full-color spot is only \$50 a month! For larger ads, you can use two spots, four spots, and so on (must be multiples of two). These special rate advertisements continue automatically until cancelled.\* This is a great way to show our loyal readers your support for the BlueRibbon Coalition!

**ACE** Engines

"Your Quality Control Experts"

[www.aceengines.com](http://www.aceengines.com)

**1-800-ACE-ENGN**

6565 Polar Lane  
Chicago, IL

**Sample Support Ad  
(full size)**

**DEALERSHIP AD** — This advertisement is reserved for dealerships. By sharing the cost of the advertisement with other dealerships selling vehicles from the same manufacturer, this advertisement becomes one of the most affordable special rate ads in the *BlueRibbon Magazine*. Best of all, up to half (50%) of the cost of the ad is reimbursed by the manufacturer (*BlueRibbon Magazine* staff handle the approval process; all you have to do is submit the tear sheet). Participation in a dealership ad costs \$50 a month, and

includes the name of the dealership, street address and phone number. Dealer ads are separated by manufacturer. There must be a minimum of 4 dealerships participating in a particular dealership advertisement in order for it to run. We currently have a very large full-page advertisement for Honda dealerships, and other dealership advertisements are in development. This ad runs in each issue (monthly), and each dealer's involvement continues automatically until cancelled.\*

**EVENT NOTICE** — An event notice in the *BlueRibbon Magazine* is an affordable way to let people know about your local event. For only \$25, each notice will receive enough space for a header and 50 words (see sample at right). Each additional word is 5 cents. A logo may be added for an additional charge of \$2.

**Event Notice**  
(not shown at full size) ▶

**EVENT AD** — For only \$59 a month, you can place a fully graphical event advertisement in the *BlueRibbon Magazine*, promoting your event in whatever form you wish (using your camera-ready art, or produced by our layout team). Event ads are 4.25 x 2.5 inches (other dimensions may be available on request), and run in full-color

**Event Ad**  
(not shown at full size) ▶

### EVENT NOTICE

"4-WHEELIN' SIERRA NEVADA ADVENTURE" — January 12th & 13th, 2008. Get in on the action on the 4th annual Sierra Nevada 4WD ride. \$35 per vehicle. Food and sodas provided (including Earnest's "world famous chili").

For more information, visit:  
[www.sierraride.org](http://www.sierraride.org)  
or call  
**555-555-5470**

### FOUR WHEEL DRIVE EVENT Ely Nevada • July 25-27, 2008



Nevada Backroaders from Las Vegas come to Ely for a wheeling weekend.

White Pine 4-Wheelers help lead trails to some of the most scenic areas in Nevada.

For more info contact Gene Ockert at:  
[jeeptailcat5440@yahoo.com](mailto:jeeptailcat5440@yahoo.com)

\* **CANCELLATION** for any on-going advertisement (such as a support or Dealership ad) must be made by the 1st of the month prior to the issue of the publication.