

# Display Advertising Deadlines and Technical Specifications



## American Association of Snowboard Instructors Professional Ski Instructors of America

Effective July 1, 2009

### Circulation:

Circulation for *32 Degrees* is 35,500 and distributed to members of the Professional Ski Instructors of America, the American Association of Snowboard Instructors, and the United States Ski Coaches Association.

Copies of each association magazine are also sent to selected ski writers, industry manufacturers, ski area management, and other snowsports-related organizations.

<b>Closing Dates:</b>	<b><u>Space Close</u></b>	<b><u>Materials Due</u></b>	<b><u>Issue Mails</u></b>
<b>Fall 2009</b>	<b>July 22, 2009</b>	<b>August 7, 2009</b>	<b>Sept 25, 2009</b>
<b>Winter 2010</b>	<b>Sept 30, 2009</b>	<b>Oct 13, 2009</b>	<b>Nov 30, 2009</b>
<b>Spring 2010</b>	<b>Dec 16, 2009</b>	<b>Dec 30, 2009</b>	<b>Feb 15, 2010</b>

### Preferred Media:

Each magazine is produced via “electronic file to plate” methods in order to meet the demands of the printer. Therefore, we request that all artwork be submitted electronically.

### Production Charges:

Advertiser and agency agree to pay for any and all production charges incurred to modify advertising materials to meet the specifications outlined on this sheet or to adapt advertising materials at the advertiser’s or agency’s request.

- If an advertiser submits advertising and does not provide a proof, the advertiser will be charged \$100 for a laser proof.
- Simple text changes to existing advertising artwork will be billed to the advertiser at \$85 (minimum one hour), proof charge \$25, and delivery to publication (files and proof) \$15. If the changes involve manipulation of photos or other graphics, or if provided files cannot be easily modified, you will be provided a quote to make the changes based on complexity.
- If the advertiser requests, AASI /PSIA will create a color-separated match print for \$400. AASI/PSIA are not responsible for the color accuracy of advertising submitted without a companion match print.
- Black plus one process color—add \$150 to B&W rate per color.
- Black plus PMS, special or matched color—add \$375 to B&W rate per color.
- Bleed charge of 5% added to display advertising.
- These rates apply to full or fractional ads.

### CONTACTS:

American Association of Snowboard Instructors • Professional Ski Instructors of America  
133 South Van Gordon Street, Suite 200 • Lakewood, CO 80228-1703  
TEL 303.987.9390 • FAX 303.987 9489 • WWW.THESNOWPROS.ORG

## Display Advertising Dimensions:

- Magazine printed by web offset—150 line screen.
- Trimmed page size 8 1/8 x 10 3/4 inches.
- Live area non-bleed material must be at least 3/8 inches from all trim edges and gutter.

Double truck (bleed)	16 1/2" x 11"
Full page	7 1/16" x 9 3/4"
Full page (bleed)	8 3/8" x 11"
Two-thirds page	4 5/8" x 9 3/4"
One-half page (horizontal)	7 1/16" x 4 3/4"
One-half page (island)	4 5/8" x 7 1/2"
One-Third page (square)	4 5/8 " x 4 3/4"
One-Third page (vertical)	2 1/4" x 9 3/4"

## Digital Ad Specifications:

### Documents

- A properly created high-resolution (300 dpi at 100% of the desired printing size) PDF is the preferred file format for file submission. SWOP standards apply.
- When preparing your PDF, please do not crop the ad. Include crop marks indicating how the ad should be cropped.
- For information on how to create a press-quality PDF, please read [http://partners.adobe.com/public/asn/en/print\\_resource\\_center/Acrobat6PrintPress.pdf](http://partners.adobe.com/public/asn/en/print_resource_center/Acrobat6PrintPress.pdf)

### Photos/Bitmapped Art

- Photographic images should be processed as CMYK, at a resolution of no less than 300 dpi (dots per inch) at 100% of the desired printing size.
- Line art (bitmapped logos or scanned text) should be scanned at a resolution of 600-1200 dpi at 100% of the desired printing size. However, we recommend that these elements be sent in a vector-based format, such as an Illustrator EPS.

### Proofs

- Please provide a proof of the finished artwork at 100% scale. If you cannot print at 100%, please specify the percent of scale at which the proof is printed.
- Please provide a proof of the finished artwork that shows crop-marks.
- If an advertiser submits advertising and does not provide a proof, the advertiser will be charged \$100 for a laser proof.
- If the finished ad is color critical, please provide a color accurate matchprint as the color proof. If color is not critical, provide a color laser proof of four-color ads and a B&W laser for B&W ads. AASI/NSP/PSIA will not be responsible for color accuracy if the advertiser does not submit a color-accurate match print.

### Media

- Please provide files on either a CD-ROM or DVD-R.

## Publications Policy: Copy and Contractual Guidelines

The advertiser and advertising agency assume liability for content in total, including text and illustrations, of all advertisements published and assume responsibility for any and all claims arising from such advertising made against the publisher and agree to indemnify publisher against any expense or loss suffered by reason of such claims. Publisher shall not be liable for any errors, omissions, mechanical or color problems involving advertisements received after the artwork deadlines.

All advertising material must be in the PSIA office by art due date. Advertising cancellations will not be accepted after closing date and advertiser will be billed for space regardless of whether or not the advertisement appears.

Advertiser and agency agree to pay for any and all production charges incurred to modify advertising materials to meet the specifications outlined on this sheet or to adapt advertising materials at the advertiser's or agency's request.

Advertising copy and contracts are subject to conditions listed in the current rate card and are subject to change without notice. **Cancellations or changes cannot be accepted after closing dates.**

#### **Contact Information**

We may need to contact you in the event that any fonts or files are missing. **Please include the publication name, issue, contact name, phone number and email address with each submission.**

#### **DELIVER ALL MATERIAL TO:**

Andy Hawk  
AASI-PSIA  
133 S. Van Gordon Street, Suite 200  
Lakewood, Colorado 80228  
303-987-9390