

# Employment Advertising Rates and Technical Specifications



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

Effective July 1, 2011

### Circulation:

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

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 2011</b>	<b>July 29, 2011</b>	<b>August 5, 2011</b>	<b>Sept 29, 2011</b>
<b>Winter 2011</b>	<b>Oct 7, 2011</b>	<b>Oct 14, 2011</b>	<b>Dec 2, 2011</b>
<b>Spring 2012</b>	<b>Dec 23, 2011</b>	<b>Jan 13, 2012</b>	<b>Mar 2, 2012</b>

### Magazine Space and Rates:

- Employment advertisements are 1/6 page (4 1/2" high by 2 1/4" wide) black and white display ads. Employment advertisements run in a dedicated section within the magazine.
- Price for each employment ad is \$250 plus applicable production charges (net). Advertising exceeding this size must conform to regular display advertising sizing and rates.

### Preferred Media:

The magazines are produced using the "electronic file-to-plate" process. Therefore, we request that all artwork be submitted electronically.

## **Advertising Dimensions:**

Employment advertisements are 4 1/2" high by 2 1/4" wide

## **Electronic File 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)

### Images

- 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

- A black and white laser print is acceptable for B&W ads.
- Please provide a proof of the finished artwork at 100% scale.

### Media

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

## **Electronic or Print Text for Layout (Minimum \$100 Production Charge):**

### Text

- Advertiser may submit text in electronic form via e-mail.
- Submit text in plain text or rich-text format within the body of the e-mail, *not* as an attachment.
- Advertiser may also submit text via fax to (303) 987-9489.

### Logo Graphics

- Art files can be accepted in TIFF (\*.tif), EPS (\*.eps), or JPEG (\*.jpg) format on disk or via e-mail. Resolution for logos and lineart should be equivalent to 1200-2032 dpi at the scale used in the finished document.

## **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.

- Special art or production work, including copy changes, will be billed to the advertiser at \$100 per hour, with a \$100 minimum. The publisher not responsible for accuracy of copy changes or additions.
- All advertising larger than 1/6 page will be billed at standard display advertising rates.

**Publications Policy—Copy and Contractual Guidelines:**

The advertiser and advertising agency assume liability for content in total, including text and illustrations, and of all advertisements published. Moreover, advertiser and advertising agency 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. 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.

The publishers must receive all advertising material 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. 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. **With each submission, please specify the publication name and issue in which your ad is to be placed, along with contact name, e-mail address, and phone number.**

**DELIVER ALL MATERIAL TO:**

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