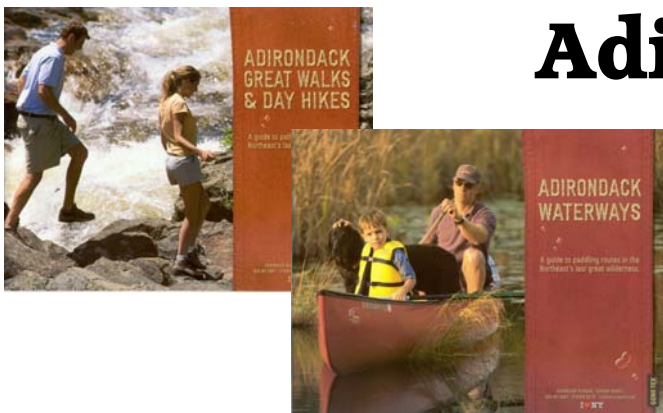


Adirondack Great Walks & Day Hikes

Adirondack Waterways

2009-2010



100,000 Copies 2 Years
as low as \$425

Distribution

The guides will be used as a fulfillment piece for regional advertising campaigns and information requests. Advertising includes website, television, direct mail, public relations, and print.

Travel Shows

This publication will be available at popular travel shows in Suffern, NY • Montreal • Ottawa • Toronto

Extra Copies

Advertisers will receive copies of the publication for their own use and distribution. Quantities will be based on ad size.

Ad Specifications

Linda Jones, Advertisers Workshop, 518-523-3359.

Digital files accepted if created in Quark Express 4.0 for PC or MAC or if saved as a high resolution PDF. **Hi-res scans of images must be at 300 dpi, Photoshop.tif or .eps files in CMYK mode** – do not send jpegs. Scans should be made on quality scanning equipment, not small personal scanners, for best output. Include all fonts on zip disk with images and qxd document. Maximum black ink coverage is 85%; printer dot gain is 22%. Please provide matchprint color proof (not inkjet print outs). We can not guarantee color with inkjet proofs.

Do not send any Publisher or PageMaker files

Advertising Rates & Sizes for Each Guide

Rates listed are for each publication

New for 2009:

All ads will be full color

- Inside Front Cover (9.75" x 7.5")....\$5,200
- Outside Back Cover (9.75" x 7.5")..\$4,900
- Inside Back Cover (9.75" x 7.5")....\$4,500
- Full Page (9.75" x 7.5").....\$4,100
- Half Page (4.75" x 7.5").....\$2,150
- Quarter Page (4.75" x 3.75").....\$1,195
- 1/6 Page (3.25" x 3.5").....\$690
- 1/12 Page (3.25" x 1.75").....\$425

Questions on rates, or sizes?

Call John Farrell, JMF Publishing, 315-768-7137

Deadline: August 31, 2008

Business Name _____ Contact Person _____

Address: _____ City _____ State _____ Zip _____

Telephone: _____ Fax _____ Email _____

Off Season Contact Information: Phone _____ Fax _____

Address _____

Publication (Please Check Appropriate Spaces): Waterways _____ Hikes _____ Both _____ Ad Size: _____

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