

PSIA-NW Ad Rates and Specifications Guide - 2011/12

NW Snowsports Instructor Newsletter & PSIA-NW.ORG Website

The PSIA-NW Newsletter "NW Snowsports Instructor" is published 3 times per year and distributed to the entire membership (currently more than 3000 members) either by mail. Back issues are available for download on the PSIA-NW website. The 8.5" x 11" newsletter is printed in full color and is typically 24 to 32 pages in length featuring information, articles, event calendar, divisional and national news, Board reports, and etc. which is specific and of interest to NW members. The PSIA-NW.ORG website is the hub for all NW Instructor information and events.

Issue and Deadlines

Issue	Distributed	Ad Reserve	Materials Deadline
Fall	mid September	August 1	August 20
Winter	late November	October 1	October 20
Spring	mid February	January 1	January 20

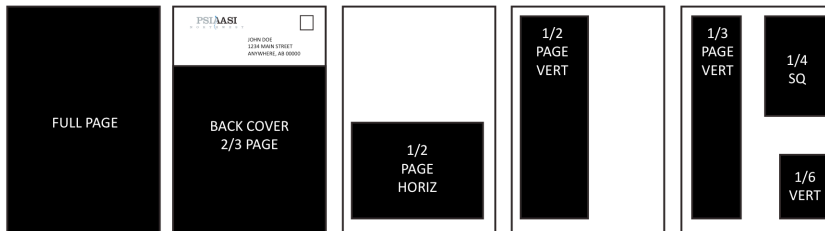
Website Banner Ads
Banner ads may be purchased at anytime. Display of banner ads are by day-period and a full report of impressions and clicks will be provided at the completion of the ad period if requested by the advertiser. Jobs Banner ad – see website for details.

Display Ad Sizes & Rates

Display Ad Size	Width	Depth	Rates & Frequency			Notes	Unformatted Ad Set-up Fee*
			1x	2x	3x		
Full Page / Full Bleed	8.5"	11"	\$350	\$315	\$295	These display ads include an optional 60 day Vertical Banner 240x400 web ad at no additional cost.	\$70
Full Page	8"	10"	\$350	\$315	\$295		\$70
2/3 Page Back Cover	8"	4.875"	\$295	\$265	\$250		\$60
1/2 Page Horizontal	8"	4.875"	\$210	\$190	\$180		\$40
1/2 Page Vertical	3.875"	10"	\$210	\$190	\$180		\$40
1/3 Page Vertical	2.563"	10"	\$180	\$163	\$153		\$35
1/4 Page Square	3.875"	4.875"	\$150	\$135	\$127		\$35
1/6 Page Vertical	2.563"	4.875"	\$90	\$80	\$75		\$30

Classified ads - 20 words or less for \$10, 20 - 40 words for \$20, 40+ words for \$1 per word.

20 % Unformatted Ad Set-up Fee - There is a layout fee for all non-camera ready artwork. This fee covers the time involved in layout, proofing, client approval and archiving. Consecutive ads using the same layout with minor text changes will not incur a layout fee for subsequent usage. Employment Display Ad content will be posted in the Jobs section of the website, unless otherwise requested. Advertisers who submit a web-banner ad with their Display Ad, will have their ad placed in a per-page random ordered rotation, displayed among the content areas of specific areas of the website.



Mechanical Requirements

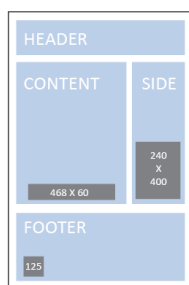
Magazine Size	8.5" x 11"
Printing Process	Web offset
Live Area	8" x 10"
Binding	Saddle stitched
Bleeds	1/8" all sides
Page Columns	3
Screen Values	~450 line (stochastic)
Colors	4-color Process, CMYK

Print File Requirements

Print-ready PDF files are preferred. Adobe Illustrator EPS files or TIFF files accepted. All file submissions must be minimum of 300dpi, converted to CMYK color space, with all fonts converted to outlines as well as embedded. For full page-full bleed ads, specify your trim area with crop marks. 300 dpi,

Web-Only Banner Ad Sizes and Rates

Web Banner Ad Size	Width	Height	30 days	60-90 days	90-180 days	Placement	Unformatted Ad Set-up Fee*
Vertical Banner 240x400	240px	400px	\$80	\$140	\$180	Sidebar	\$30
Full Horizontal 468x60	468px	60px	\$60	\$100	\$140	Bottom Content Area	\$30
Square Button 125x125	125px	125px	\$40	\$70	\$100	Footer Area	\$30
Jobs – Vertical Banner	240px	400px	\$80 (up to 90 days)		\$140	Sidebar	\$30



Banner Ad Requirements

The preferred file formats for all Internet advertisements are .gif, .jpg, .swf and .fla. Other accepted file formats are .tiff and .psd. Please include the link URL. Banner ad placement will coincide with the banner ad size per the table above. Unformatted ads will incur a \$30 set-up fee. To avoid the setup fee submit completed ads in an acceptable format.

Contact Info

Please contact Tyler Barnes, PSIA-NW Communications V.P. (tyler@psia-nwtechteam.org) or Kirsten Huotte, PSIA-NW Executive Director (Kirsten@psia-nw.org) for more information.