

*W*e cordially invite you to be included  
in the *Twenty First Annual*  
*Far West Skier's Guide*  
...an official publication of the  
*Far West Ski Association*  
serving all snowsport enthusiasts.

*The Far West Skier's Guide*  
is focused toward the year around active  
adult and family residing in  
*Arizona, California, Nevada, New Mexico,*  
*Oregon, and Washington*  
wishing to participate in sport-oriented  
activities. We welcome clubs in *Colorado,*  
*Idaho, Utah and Wyoming* who have just  
recently joined the *Far West Ski Association.*

## **2008-2009 RATES & DATES**

*Published by:*

**LEIGH GIERINGER GRAPHIC SERVICES \***

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Far West Ski Association - Welcomes the Intermountain Council!

# 2008-2009 Far West Skier's Guide

## R A T E S & D A T E S \*

The *Far West Skier's Guide* is an annual publication of the *Far West Ski Association* directed to skiers and other snow enthusiasts in Arizona, California, Colorado, Idaho, New Mexico, Nevada, Oregon, Utah, Washington and Wyoming. This geographic area constitutes one of America's largest concentrations of alpine and nordic skiers, snowboarders, snowshoers and other snowsport enthusiasts. The 2008-2009 *Far West Skier's Guide* will be the twenty-first annual issue.

The *Far West Skier's Guide* is focused toward the active adult or family wishing to participate in sport-oriented activities year around and is devoted to the interests of this mobile and lucrative market. Articles from the following areas are included, but not limited to:

- *Worldwide ski resort news, resort profiles and FWSA planned trip destinations.*
- *Articles on trip planning, fashion, equipment and/or winter/snowsport safety.*
- *Issues important to western skiers. (Public Affairs)*
- *A master calendar of FWSA and member ski council events.*
- *Volunteer and charitable ski involvement opportunities.*
- *Far West Ski Association Lodging Guide*
- *Current listings of far west regional ski clubs.*

**CIRCULATION:** 35,000 ski enthusiasts and active adults in the states of Arizona, California, New Mexico, Nevada, Oregon, Washington, Idaho and Utah. The *Far West Skier's Guide* will be distributed directly to ski club members and major area ski shows. It is also distributed regionally through Certified Folder Display ski shop outlets.

**CLOSING DATES:** The closing date for advertising space in the 2008-2009 *Far West Skier's Guide* is Friday, August 8, 2008. All ad and editorial materials or calendar event information and photographs must be received by Friday, August 8, 2008 to be included.

**COMMISSIONS:** A 15% commission is paid to recognized agencies only, but is subject to forfeiture if the account is past due. Invoices to ad agencies are to be paid within 30 days of billing date to receive commission.

**PRINT DATE:** Approximately October 17, 2008.

### RATES: Display Ads

Size	Black & White Rate	4/Color Rate
2-page spread	\$3,000.00	\$4,800.00
Full page	1,525.00	2,450.00
Half-page spread	1,650.00	2,850.00
2/3	1,325.00	1,950.00
1/2	1,125.00	1,550.00
1/3	1,000.00	1,350.00
1/4	900.00	1,150.00
1/6	800.00	1,050.00
1/12	700.00	900.00

**SPOT COLOR:** Add \$250 per color to black & white rates for additional color. Colors are made from process color.

**COVERS/SPREADS:** 4/color only. Add 5% to color charges for covers 2 and 3 (*inside covers*); as well as pages 1-7. Add 10% for cover 4 (*back cover*). Call for special section prices.

**BLEEDS:** No additional charge. Bleeds available for full page ads and half-page spreads only. Please center 7" x 10" live area in 8-5/8" x 11-1/8". Trim size of publication is 8-3/8" x 10-7/8" - (web). Half-page spread/full bleed - 17" x 5-1/2". Allow for center fold area - no type in gutter.

### SIZES & SPECS: Display Ads\*\*

Size	Width	Depth
2-page spread***	15-1/4"	10"
Full page***	7"	10"
Half-page spread***	15-1/4"	4-7/8"
2/3 page vertical	4-5/8"	10"
1/2 page vertical	4-5/8"	7-1/2"
1/2 page alternative	3-7/16"	10"
1/2 page horizontal	7"	4-7/8"
1/3 page vertical	2-1/4"	10"
1/3 page square	4-5/8"	4-7/8"
1/4 page	4-5/8"	3-3/4"
1/6 page vertical	2-1/4"	4-7/8"
1/6 page horizontal	4-5/8"	2-1/4"
1/12 page	2-1/4"	2-3/8"

\*\* Live area not to exceed these dimensions.

\*\*\* Bleed available on full page full page spread and half-page spread ads only. All ads must be 300 dpi.

Please supply standard high quality **Print Optimized PDF Electronic Files** on CD with hard copy black and white or color proof of ad. Placement and output charges may apply for non-PDF files. Call for more information.

*If you want to reach the far west skier, advertise in the Far West Skier's Guide!*

\*Effective December 1, 2007: Valid until superseded.

**MECHANICAL SPECIFICATIONS:** Page trim size is 8-3/8" x 10-7/8". The publication is printed web offset on coated stock. Please supply standard high quality **Print Optimized PDF Electronic Files** on CD with hard copy black and white or color proof of ad. Placement and output charges may apply for non-PDF files.

Advertisements can be created. Call for further information and production costs. Advertising copy must comply with industry standards in design and type reproduction quality. Density of ink coverage should be no greater than 260% when combining all four colors.

Please check ads carefully before sending. Ads received will be printed as supplied unless they don't conform to standard sizes indicated under display ad sizes. The advertiser takes responsibility for copy and quality of art supplied. Any ad modifications will receive an additional charge for reductions, enlargements or copy changes including address and phone number alterations.

## LODGING GUIDE

*Available for lodging properties only:* Far West ski clubs run numerous overnight trips. Get your property noticed. Be included in a select group of lodging facilities. Positioning of lodging ads using these rates are in alphabetical order by state and resort. These ads are non-commissionable. The closing date for this section is Friday, August 8, 2008. Contracts must be signed and submitted **with payment** to *Far West Skier's Guide* and sent to the address below by August 8, 2008.

Size A		
1-column by 1" (6 lines of copy plus your logo)		\$125.00
Size B	1-column by 2"	\$250.00
Size C	1-column by 4"	\$450.00

*Includes Color. One column = 2-1/4". Production available at additional cost. Call for production rates.*

## TERMS & CONDITIONS

Insertion orders are required and signed by either the advertiser or their legal agent. **For first-time advertisers, payment is due in full with insertion order. For established accounts, payment in full is due by August 8, 2008.** Premium position to be paid by April 30, 2008. Late charges (\$30) and a service charge of 1-1/2% per month will be assessed on past due balances and agency discount is subject to forfeiture. No future insertions will be accepted unless preceding placements are paid in full. In the event of non-payment, the publisher reserves the right to hold both the advertiser and its agency liable for collection costs.

## GENERAL POLICIES

- Advertising is subject to acceptance. One checking copy will be issued per agency and/or advertiser. Additional tear sheets can be requested. Sample copies and media kits are available upon request.
- Publisher shall not be liable for errors in key numbers, or print quality of poorly designed or reproduced ads. Please check art carefully before sending. Use the following to compose solid blacks: 40C/30M/20Y/100K.
- All verbal instructions regarding contracts or insertions must be confirmed in writing.
- All advertisements ordered set and not used will be charged for composition based on time and materials used.
- Cancellations on interior ads must be in writing and received prior to closing date (8/8/08). No exceptions.
- The purchaser of advertising space assumes all responsibility for the entire content of any advertisement printed in the *Far West Skier's Guide* and also resumes responsibility for any claims or costs of litigating claims arising therefrom against himself or the publisher.

**MAILING:** Send all advertising or editorial copy, press kits, photography, insertions orders and contracts by August 8, 2008 to Leigh Gieringer, publisher, at the address printed below to be included.

# 2008 ♦ 2009 Far West Skier's Guide

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480.940.7420 ♦ fax: 480.940.7558 ♦ e-mail: [fwsg@cox.net](mailto:fwsg@cox.net)

**General ROP Advertising:**  
Leigh Gieringer - 480.940.7420

