

# ADIRONDAC

Adirondack Mountain Club 2012

*Advertise today!*

- Reach nearly 20,000 active, responsive households
- 4-color at no additional cost

*Leaders in backcountry **everything***



# ADIRONDAC magazine

REACH 30,000 ACTIVE MEMBERS

ADK, formed in 1922, brings together 30,000 members with shared interests in recreation, advocacy, conservation, outdoor and environmental education, and public service.

*Adirondac* magazine is published six times per year and is mailed to every member household.

As an advertiser in *Adirondac*, you will be reaching a highly targeted market of outdoor enthusiasts who are:

- affluent (40% of families have incomes of \$80,000+)
- active (91% hike, 59% x-c ski, and 49% canoe or kayak)
- responsive (52% say they have purchased something as a result of an advertisement in *Adirondac*)

*Adirondac* is much more than a membership magazine. We publish stories on:

- important issues affecting the wild lands and waters of New York State
- hiking, cross-country skiing and snowshoeing, canoeing and kayaking, backpacking, camping, and other outdoor pursuits
- current events and the history of New York's natural areas
- ecology and the environment

*Adirondac* offers tremendous exposure for your advertising dollar!

**FOR FURTHER ASSISTANCE, OR TO PLACE AN AD:**

*Adirondac* Magazine Advertising

814 Goggins Road, Lake George, NY 12845-4117.

**Phone:** 518-668-4447, John Kettlewell, ext. 23, or Ann Hough, ext. 29

**E-mail:** [adirondac@adk.org](mailto:adirondac@adk.org) or [ann@adk.org](mailto:ann@adk.org)



# ADIRONDAC magazine

ADVERTISING RATES AND SIZES

## ADVERTISING RATES and SIZES

### DISPLAY ADVERTISING RATES AND SIZES *(Rates subject to change)*

| AD SIZE   | 1-X RATE | 3-5X RATE        | 6X RATE (full year)* |
|-----------|----------|------------------|----------------------|
| 1/12 page | \$ 135   | \$ 125 per issue | \$ 110 per issue     |
| 1/6 page  | \$ 200   | \$ 190 per issue | \$ 170 per issue     |
| 1/4 page  | \$ 225   | \$ 215 per issue | \$ 200 per issue     |
| 1/3 page  | \$ 300   | \$ 285 per issue | \$ 260 per issue     |
| 1/2 page  | \$ 400   | \$ 380 per issue | \$ 345 per issue     |
| 2/3 page  | \$ 550   | \$ 525 per issue | \$ 500 per issue     |
| full page | \$ 725   | \$ 700 per issue | \$ 660 per issue     |
| Covers    | \$1200   | \$1000 per issue | \$ 750 per issue     |

**(Four-color available at no additional charge.)**

\* Full-year rates apply on placements scheduled in advance within a 12-month period. All display advertisers will receive tear sheets of their ads (unless you notify our office).

| SIZE      | VERTICAL <i>(all dimensions in inches)</i> | HORIZONTAL        |
|-----------|--|-------------------|
| 1/12 page | 2 1/4 w x 2 1/4 h                          |                   |
| 1/6 page  | 2 1/4 w x 4 5/8 h                          | 4 3/4 w x 2 1/4 h |
| 1/4 page  | 2 1/4 w x 7 h                              | 4 3/4 w x 3 1/4 h |
| 1/3 page  | 2 1/4 w x 9 5/8 h                          | 4 3/4 w x 4 5/8 h |
| 1/2 page  | 4 3/4 w x 7 1/4 h                          | 7 1/4 w x 4 3/4 h |
| 2/3 page  | 4 3/4 w x 9 5/8 h                          |                   |

**FULL PAGE:** 7 1/8" w x 9 3/4" h, full bleed 8 3/8" x 11 1/8"  
(Full page size applies to both covers and ads inside the issue, black and white or four-color.)

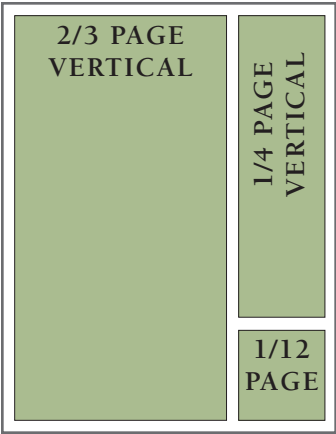
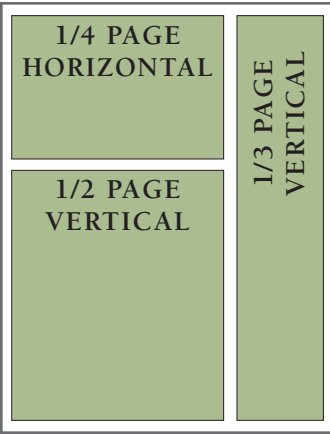
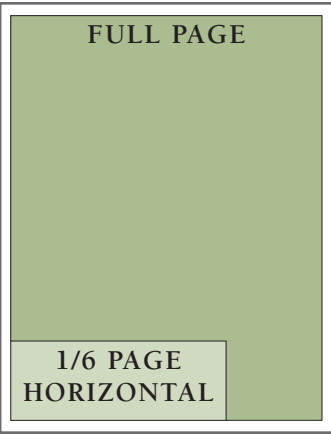
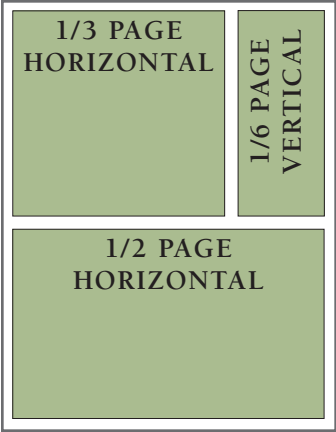
**PUBLICATION DATES:** Bimonthly, six times per year. Jan–Feb, Mar–Apr, May–June, July–Aug, Sept–Oct, Nov–Dec

### CLASSIFIED ADVERTISING RATES

*(One line is approximately six words.)*

PER ISSUE: \$6.00 per line.

ONE FULL YEAR, six consecutive issues: \$5.00 per line.



## ADVERTISING DEADLINES and SPECIFICATIONS

| ISSUE                  | ADVERTISING DEADLINE | PUBLICATION DATE  |
|------------------------|----------------------|-------------------|
| January–February 2012  | November 20, 2011    | January 2, 2012   |
| March–April 2012       | January 20, 2012     | March 1, 2012     |
| May–June 2012          | March 20, 2012       | May 1, 2012       |
| July–August 2012       | May 20, 2012         | July 1, 2012      |
| September–October 2012 | July 20, 2012        | September 1, 2012 |
| November–December 2012 | September 20, 2012   | November 1, 2012  |
| January–February 2013  | November 20, 2012    | January 2, 2013   |

**ALL ACCOUNTS:** CLASSIFIEDS ADS must be paid in advance. All DISPLAY AD invoices are due upon receipt. For multiple insertions, the advertiser will be billed per issue. A tear sheet and invoice will be sent to the advertiser upon publication of each issue (unless you notify our office).

**PRINT SPECIFICATIONS:** Covers: four-color; Text: black and white or 4C; Binding: saddlestitch  
Trim Size: 8 1/8" x 10 7/8" Live Matter: 7 1/8" x 9 3/4" Bleed Size: 8 3/8" x 11 1/8"  
Photographs: 133 line screen, 300 dpi Line Art: 1200 dpi

**DIGITAL AD SPECIFICATIONS:** All rates are based on digitally supplied ads. High-resolution (300 dpi or larger) PDF, TIFF, or JPG formats only. All **digital photographs** must be 300 dpi at the size being used. All **digital art** (illustrations, logos, etc.) must be 800–1200 dpi at the size being used.

**FONTS:** Use Postscript fonts only. Truetype fonts are not acceptable. Please do not send Quark files and fonts. Convert to PDF format and Embed Fonts while creating the PDF

**PRODUCTION CHARGES:** A minimum handling charge of \$25 will be billed for any ad needing scans, production, design, or any type of manipulation. Ads requiring one hour of production time or more will be billed at \$40 per hour.

**CIRCULATION:** 19,000. Published bimonthly.

### FOR FURTHER INFORMATION ON ADVERTISING CONTACT:

Adirondac Magazine Advertising  
814 Goggins Road  
Lake George, NY 12845-4117.

**Phone:** 518-668-4447, John Kettlewell, ext. 23, or Ann Hough, ext. 29

**E-mail:** adirondac@adk.org or ann@adk.org

***ADK Mission:** The Adirondack Mountain Club (ADK) is dedicated to the protection and responsible recreational use of the New York State Forest Preserve, and other parks, wild lands, and waters vital to our members and chapters. The Club, founded in 1922, is a member-directed organization committed to public service and stewardship. ADK employs a balanced approach to outdoor recreation, advocacy, environmental education, and natural resource conservation.*

*ADK encourages the involvement of all people in its mission and activities; its goal is to be a community that is comfortable, inviting, and accessible.*