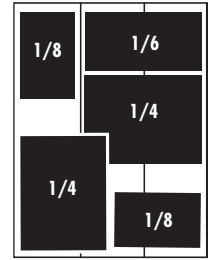
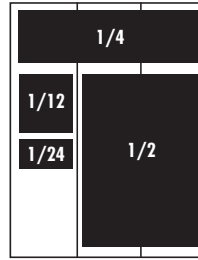
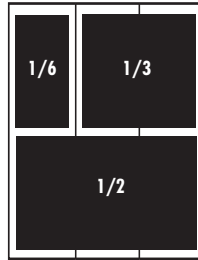
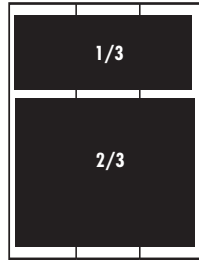
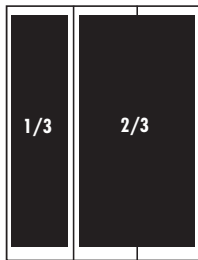


Coast&Kayak Magazine 2012 Price Guide



PRINT AD 2012 PRICE LIST: Regular placement						
Number of insertions:	1	2	3	4		
<input type="checkbox"/> 008 Full page	\$1800	\$1600	\$1400	\$1200		
<input type="checkbox"/> 009 2/3 page	\$1300	\$1200	\$1100	\$1000		
<input type="checkbox"/> 010 1/2 page	\$1000	\$900	\$800	\$700		
<input type="checkbox"/> 011 1/3 page	\$700	\$650	\$600	\$500		
<input type="checkbox"/> 012 1/4 page	\$600	\$550	\$500	\$450		
<input type="checkbox"/> 020 1/6 page	\$500	\$470	\$435	\$400		
<input type="checkbox"/> 025 1/8 page	\$450	\$420	\$380	\$350		
<input type="checkbox"/> 030 1/12 page	\$300	\$275	\$250	\$220		
<input type="checkbox"/> 035 1/18 page	\$180	\$160	\$140	\$120		
<input type="checkbox"/> 041 Print directory listing: \$99 per issue						
<input type="checkbox"/> 042 Web/print directory ad package, 1 year: \$399						
<input type="checkbox"/> 500 Website banner ad, page top (limit 12 per slot): \$399						
<input type="checkbox"/> 510 1/12th page print package, 1 year: \$500						
<input type="checkbox"/> 520 1/6th page print package, 1 year: \$900						

PRINT AD 2010 PRICE LIST: Premium placement						
Number of insertions:	1	2	3	4		
<input type="checkbox"/> 001 Back page	\$3000	\$2700	\$2400	\$2000		
Inside covers:						
<input type="checkbox"/> 002 Full page	\$2200	\$1980	\$1760	\$1500		
<input type="checkbox"/> 005 1/2 page	\$1200	\$1080	\$960	\$850		
Prime page surcharge to any ad size:						
<input type="checkbox"/> 006	+5%	+5%	+5%	+5%		
Request right-hand, front or center						

PRINT SCHEDULE AND DEADLINES:			
	Distribution date	Ad deadline	Material deadline
Winter 2011:	Nov. 9, 2011	Sept. 30, 2011	Oct. 7, 2011
Spring 2012:	Feb. 27, 2012	Jan. 27, 2012	Jan. 31, 2012
Summer 2012:	May 28, 2012	April 27, 2012	May 1, 2012
Fall 2012:	Aug. 1, 2012	July 2, 2012	July 6, 2012
Winter 2012:	Nov. 6, 2012	Oct. 1, 2012	Oct. 5, 2012
Map series: Please contact us for latest estimated dates			

AD SIZING		
Ad size	Width	Depth
Full	7.125"	9.1875"
Full with bleed	8.125"	10.75"
(add 0.25" bleed)		
2/3 vertical	4.6875"	9.125"
horizontal	7.125"	6"
1/2 horizontal	7.125"	4.6875"
vertical	4.5"	7.125"
1/3 vertical	2.25"	9.125"
square	4.6875"	4.5"
banner	7.125"	3"
1/4 vertical	3.375"	4.5"
horizontal	4.6875"	3.5"
banner	7.125"	2.375"
1/6 vertical	2.25"	4.5"
horizontal	4.6875"	2.25"
1/8 vertical	2.25"	3.5"
horizontal	3.5"	2.25"
1/12 square	2.25"	2.25"
1/18 horizontal	2.25"	1.5"

TECHNICAL REQUIREMENTS

Ads should be submitted camera-ready, in PDF format or high-resolution (300dpi) tiffs or jpegs.

We can build your ad for a fee (\$42.00 per hour, or about \$24 for a typical 1/8th page ad).

CONTACT INFO

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