



adventure sports[®] MAGAZINE

2005 MEDIA KIT



ENTERING ITS THIRD SEASON, ADVENTURE SPORTS has quickly emerged as North America's premier adventure racing and multi-sport publication. Every issue of the award-winning magazine offers profound feature stories, authoritative training articles, insightful gear reviews and inspiring photography. It's a monthly guide to multi-sport competition, training and lifestyle.



Unlike any other magazine, ADVENTURE SPORTS covers the lifestyle and the many activities of the multi-tasking outdoor athlete. From trail running, mountain biking and paddling to rock climbing, inline skating, mountaineering and orienteering, ASM serves up a monthly dose of inspiration and know-how for adventure racing, training, travel and expeditions.

Launched in 2003, ADVENTURE SPORTS has already made a big impact in the world of outdoor adventure. No other magazine in North America can

boast more than 50 pages of editorial each month specifically focused on the action, drama and exploration of multi-sport training, adventure racing, off-road triathlons and other endurance pursuits.

ASM is designed to capture the attention of core athletes, as well as newcomers who are just getting involved. The magazine fuels the passion of adventurous readers around the world by showcasing travel destinations, reporting on awe-inspiring races, reviewing leading-edge gear and offering encouragement to fuel their dreams.

features

Invigorating and sophisticated feature articles are the cornerstone of every issue of **ADVENTURE SPORTS**. Authored by top writers and expert adventure athletes, feature subjects include candid profiles, exciting race reports and thematic issues relevant to the world of outdoor adventure. Accompanied by scintillating images from the world's most revered outdoor photographers, features are aimed at core athletes, weekend warriors and those who pick up the magazine on the newsstand seeking inspiration.

gear reviews

Behind every adventure athlete is a wide range of lightweight gear, apparel and accessories. **ASM** readers are continually seeking advice on what gear they need to increase their performance and expand their experiences. We carefully select the appropriate equipment, clothing and accessories for reviews in the Gear Box department of the magazine. In each issue, we review a category of gear (e.g., backpacks, hydration systems or mountain bikes) or a relevant theme (e.g., night racing, hot-weather apparel or paddling accessories). Products are reviewed by non-sponsored experts in the field and the text is precisely edited to insure readers have all vital information at their fingertips. In April 2005, **ASM** will debut the **ADVENTURE SPORTS GEAR GUIDE**, a comprehensive overview of more than 20 categories of adventure gear.

TRAINING & TECHNIQUE

One of the primary missions of **ADVENTURE SPORTS** is to provide readers with the knowledge and preparation necessary to continually push their personal boundaries. More than 68 percent of **ASM**'s readers are intermediates or novices, which means they're hungry for expert instruction and authoritative guidance. Each month, **ASM** offers incisive articles that cover sport-specific skills, how-to training programs, and analysis and advice from expert athletes. **ASM** is proud to have three-time Eco-Challenge champion and renowned adventure athlete Ian Adamson as one of its primary contributors. In his monthly column, Adamson draws on more than 25 years of experience to offer up crucial advice with a reader-friendly perspective.

ADVENTURE TRAVEL

Travel is a key component to the adventure athlete's lifestyle, and **ADVENTURE SPORTS** readers are continually seeking new places to pursue passions such as mountain biking, trail running, sea kayaking, canyoneering, off-road triathlon and adventure racing. Each month, **ASM** highlights a multi-sport destination in the Getaways department, informing and inspiring readers to make the most of their adventure-related vacations with family and friends. Through Getaways and race reports from around the globe, **ASM** offers a glimpse of domestic and exotic places to train and explore.

NEWS, RACES AND RESULTS

In every issue, **ASM** reports on what's happening in the world of adventure sports. From domestic and international race results to news, trends and the most comprehensive event calendar anywhere, **ASM** is the adventure athlete's monthly source for information.



MEETING YOUR **MARKETING GOALS**

Through multiple layers of marketing tools, RFA Media, Inc. offers its partners access to a mix of customers who cannot be reached through any other medium. RFA Media offers you visibility through a dynamic print publication, an innovative electronic magazine, the ASM Mobile Tour, ASM's vibrant website and hundreds of outdoor events, festivals, trade shows and races.

PRINT ADVERTISING

ADVENTURE SPORTS is the only national magazine dedicated to off-road multi-sport activities and lifestyle. Honored in 2003 for its overall excellence by the Magazine Association of the Southeast, the magazine provides an ideal way for you to directly reach current and new customers. The magazine is read by both professional and amateur athletes, retailers and those pursuing an outdoor adventure lifestyle. Our readers are sophisticated consumers with a large amount of discretionary income.

ADVENTURE SPORTS gives advertisers direct exposure, month after month, to athletes and key consumers by having a major presence at adventure races, mountain bike races, off-road triathlons and other endurance events throughout the U.S. and Canada. Here are some of the places where your ads will be distributed:

- Race venues — more than 250 races a year
- Monthly club meetings
- Training events and clinics
- Sports festivals
- Outdoor Retailer trade shows in Salt Lake City — Winter & Summer
- InterBike trade show in Las Vegas
- Adventure in Travel Expos — four times per year
- Canadian Adventure Racing Expos
- The Great Outdoor Adventure Show

Included for FREE with your print advertisement:

- Advertiser Index in the magazine
- Advertiser Index on ASM website with link
- Interactive linked ad in ASM's innovative electronic magazine

advertorial promotions

- **COVER PROMOTIONS:** Special opportunities throughout the year to create cover promotions with featured editorial.
- **ANNUAL READER SURVEY:** Promotional opportunities are available in the January issue in conjunction with the reader survey. This promotion is combined with the Mobile Tour and ASM Website.
- **EVENT CALENDAR SPONSORSHIP:** ADVENTURE SPORTS magazine currently has the largest adventure racing calendar in print and online. Both race calendars are available for sponsorship. The calendar sponsorship gives added branding opportunities outside the normal print ad.
- **AR TEAM RANKING SPONSORSHIP:** In each issue and twice monthly online, ADVENTURE SPORTS ranks the top off-road multi-sport athletes and teams. This provides a unique branding opportunity to be directly tied to an annual ongoing national campaign.



SPECIAL ISSUE

ADVERTISING OPPORTUNITIES

Reader Survey Promotion

January/February 2005 Issue

2005 Multi-Sport Racing Guide

March 2005 Issue

2005 Multi-Sport Gear Guide

April 2005 Issue

Holiday Gift Guide

November/December 2005 Issue

2004 NORTH AMERICAN
AR Power Rankings

ELECTRONIC Magazine

The same great magazine distributed in print is now available via the web. **ADVENTURE SPORTS** is the first outdoor sports magazine to launch a true electronic magazine serving readers worldwide. This innovative electronic version is an exact replica of the printed version, except readers can now interact with advertisers' print ads.

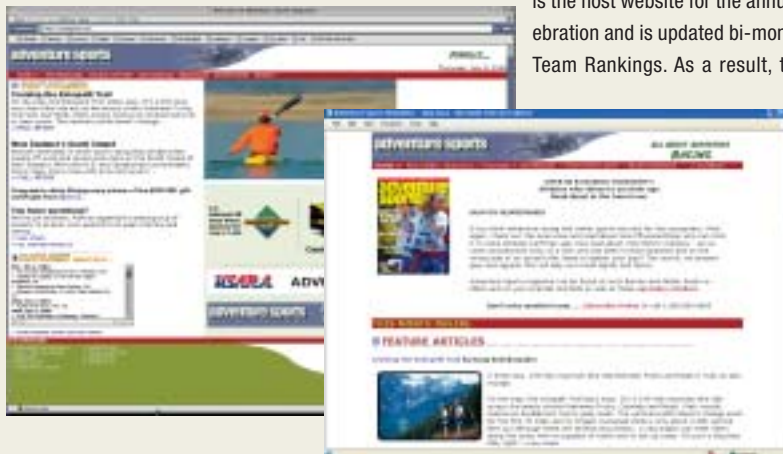
Have your print ads do more! Print ads become a perpetual multimedia vehicle, driving readers directly to advertisers' websites. Readers can see product reviews and go straight to advertisers' online stores, thus adding tremendous value to readers and advertisers. The online magazine gives advertisers a tangible way to measure the results of their ad dollars by tracking who accesses their websites through the **ASM** publication at **NO EXTRA CHARGE!**



“our products and brand are exposed where it really matters. It's also been a total pleasure working with the very professional and passionate ASM team.”

— KIMBERLY COUPONAS, CEO,
GOLITE

With 99 percent of our readers having access to the web and 85 percent making online purchases, our online readers should not be overlooked. Whether you're looking for new branding opportunities, or to expand your online customer base, **ADVENTURE SPORTS'** web advertising opportunities should be a key component to your marketing plan. Banner ads on the website and our e-newsletter can be coordinated with your print advertising or just a stand-alone campaign.



■ **ASM Website:** With over 30,000 unique visitors each month and over 1,750,000 page views a year, our website is an online destination for outdoor-minded consumers. It has the most extensive and detailed event calendar found anywhere. It is the host website for the annual National Adventure Racing Week celebration and is updated bi-monthly with the national Adventure Racing Team Rankings. As a result, the **ADVENTURE SPORTS** website is the fastest growing destination on the Web for off-road multi-sport enthusiasts.

■ **Monthly E-Newsletter:** The **ADVENTURE SPORTS** e-newsletter is one of the fastest growing in the industry. As an additional and distinctive component to the magazine's online presence, it reaches over 15,000 readers each month.

MOBILE EVENT TOUR

The **ADVENTURE SPORTS MOBILE TOUR** provides a grassroots opportunity for sponsors to take part in the fastest-growing segment in the outdoor industry. **ADVENTURE SPORTS MAGAZINE MOBILE TOUR** reaches an affluent group that participates in an outdoor lifestyle with the extra spending money to enjoy the latest gear and technology.

National and regional sponsorships are available in 2005. The National Mobile Tour consists of two full-time mobile vehicles and one part-time mobile booth which will combine to cover more than 100 events. The two full-time vehicles will be divided between the East Coast and West Coast, each providing access to more than 40 regional events. Events will include adventure races, off-road triathlons, mountain bike races, sports festivals, winter sports events and related tradeshows. The Tour includes gear demonstrations, interactive displays, adventure videos, race clinics, product giveaways and talks by regionally- and nationally-known adventure athletes.



National Sponsorship Package (\$30,000)

1. National Mobile Tour

- a. Mobile Vehicles: **ASM** will operate two full-time event vehicles in 2005. One will be based on the West Coast and one on the East Coast. Each vehicle will visit over 40 events.
- b. Mobile Booth: In addition to the two full-time vehicles, **ASM** will participate in at least 20 events in 2005 with a staffed booth ranging from 10' x 10' to 10' x 20'.
- c. Reach: The Tour will travel to more than 100 events reaching over 550,000 consumers in 2005.

2. Event Activities

- a. All sponsor logos will be integrated into the booths' banners.
- b. Sponsors will have at least a 2' x 2' table-

top or floor space for product display.

- c. **ASM** will facilitate product sampling (sponsor provides products).
- d. **ASM** will facilitate display and distribution of brochures.

e. All events have a Gear Giveaway raffle where booth visitors can enter to win items provided by **ASM** and Mobile Tour sponsors. Sponsors receive a spreadsheet with the data collected from the raffle.

3. Promotional Opportunities

- a. Rights: Category Exclusive for one product (exclusivity is extended to product displays only).
- b. Vehicle Logo: Sponsors will be provided two 16" x 30" spaces on the Mobile Vehicles for

their colored logo — one on each side of the vehicle or trailer.

c. Print: Each month, **ASM** will provide a full-page ad to promote the Mobile Tour. This ad will prominently display the sponsor's logo within the ad. Total print reach: 450,000.

d. Web Page: **ASM** hosts a web page promoting the 2005 Mobile Tour listing the complete event and promotion calendar at www.asmagazine.com/resources/index.html. This web page will prominently display the sponsor's logo directly linked to the sponsor's website. The **ASM** website receives more than 30,000 unique visitors monthly and over 125,000 page views. Total web visitors: 1.75 million.

- Add a grassroots approach to your marketing campaign
- Provide product sampling directly to your customer
- Reach a large national audience
- Enhance branding initiatives and show support for your customers
- Reach customers that you might not through other media



PROMOTIONAL AUDIENCE	REACH
Events	550,000
Print Advertising	450,000
Web Promotions	1,500,000
Monthly Newsletter	1,200,000
TOTAL REACH	3,700,000

RFA Media can also develop a custom mobile event and tour specifically for your marketing goals. We can provide the vehicle, design the graphics, assist with displays and provide the staff. Plus, we can promote your event nationally and regionally. Contact us for more information.

e. Web Banners: **ASM** will provide sponsors a run-of-site 468 x 60 banner on the **ASM** website.

f. E-newsletter: Each month **ASM** sends out an e-newsletter to more than 10,000 e-mail subscribers. The Mobile Tour and its sponsors will be promoted in each newsletter. Total circulation: 120,000.

4. Other Items

- a. Advertisers are mentioned in all related press releases.
- b. Limited rights to images, photos and editorial on the Mobile Tour.
- c. First rights on the 2006 Mobile Tour
- d. A 10 percent discount on print advertising in **ADVENTURE SPORTS**.



race event and trade show promotions

RFA Media and **ADVENTURE SPORTS®** work with hundreds of event promoters throughout North America. We can assist you in developing an event sponsorship package tailored to your needs, whether it be national or regional. We also work with many national and regional trade shows, and can help get the exposure you're looking for. To further promote the outdoors and adventure lifestyle, RFA Media has teamed up with the Outdoor Adventures Network to develop the Great Outdoor Adventure Show.



88%

WILL PURCHASE PRODUCTS
THEY SEE DEMONSTRATED AT
AN OUTDOOR SHOW, EXPO OR FESTIVAL

74%

WILL PURCHASE MERCHANDISE AT A SHOW, EXPO OR FESTIVAL

62%

COME TO AN EXPO TO SEE NEW PRODUCTS, GEAR AND EQUIPMENT

**Great Outdoor Adventure Show
AND ADVENTURE SPORTS FESTIVAL**

The Great Outdoor Adventure Show is collaboration between the Outdoor Adventures Network (OAN) and **Adventure Sports** magazine. The show expands far beyond the idea of traditional indoor-outdoor shows, providing outdoor adventure, hands-on learning, fun and exciting memories for individuals, families, children, groups and corporations. Through interactive pavilions, seminars, demonstrations and exhibitions, attendees will experience the great outdoors first-hand with access to many traditional products and the latest and greatest in outdoor recreation.

The Great Outdoor Adventure Show will be held April 22-24, 2005 at the Olympic Mountain Bike venue in Conyers, Georgia. The show will consist of more than 200 booths, nine sponsored pavilions, clinics and multiple events to include:

- Sprint adventure race
- Trail run
- Mountain bike race
- Climbing competition
- Kayak and canoe demos
- Orienteering events (GPS and non-GPS)
- United States Adventure Racing Association national summit meetings

Numerous sponsorship opportunities are available for this event:

- Title Sponsor
- Title Pavilion Sponsors
- Pavilion Event Sponsors
- Pavilion Supporting Sponsors
- Show Sponsors
- Special Events Sponsors

THE MULTI-SPORT MARKET

MULTI-SPORT RACING and the adventure lifestyle represent two of the fastest-growing sporting trends in North America. Adventure racers, mountain bikers, off-road triathletes and ultrarunners comprise a potential readership of more than 250,000 people. The estimated adventure racing market alone is over \$343 million, based on 56,000 athletes from a 2002 independent study. As evidence to the sport's growth, there are more than 500 off-road multi-sport races planned in North America in 2004, an increase of more than 250 percent since 2001.

THE READER

The majority of the magazine's prospective readers are affluent professionals who embrace new technology and have the means to purchase it. Because readers are participating in multi-sport events, they seek products to support them through all disciplines and crave information about trail running, trekking, biking, climbing, camping, backpacking, paddling and more.

DOLLARS SPENT

ENTRY FEES

\$103 M

TRAVEL

\$78 M

GEAR

\$62 M

SUPPLIES

\$62.6 M

APPAREL

\$21.9 M

FOOTWEAR

\$15.6 M

CIRCULATION

- Total circulation: 56,000 copies per issue*
- More than 26,000 combined print and electronic subscriber base
- Over 22,000 copies distributed on newsstands and through specialty retailers
- 8,000 copies distributed monthly at races and events
- More than 140,000 total readers are expected based on two and half pass-along readers.

PRICE

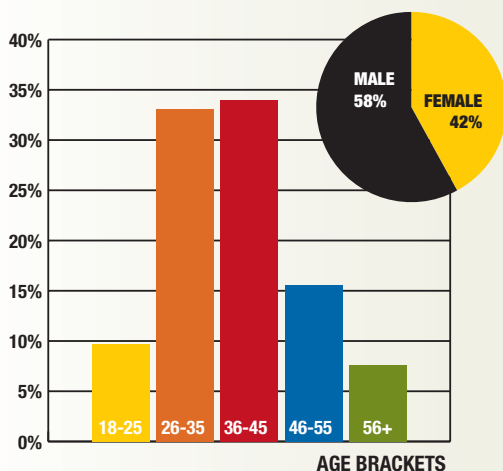
Single-copy price: \$4.95

Subscription price: \$24.95 for 10 issues/year (50% off cover price)

* CIRCULATION NUMBERS INCLUDE PRINT AND ELECTRONIC FIGURES AND WILL VARY DUE TO NEWSSTAND PROMOTIONS, RACE PROMOTIONS AND OTHER EVENTS.

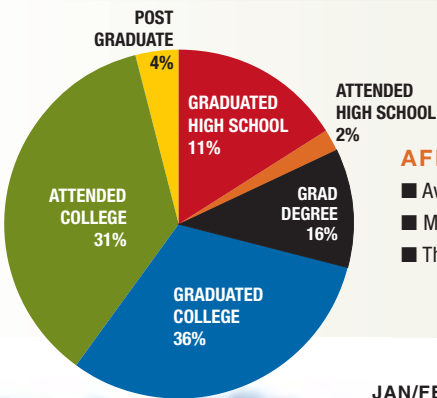


2004 READER SURVEY RESULTS



YOUNG & ACTIVE

- Males: 58% and Females: 42%
- Single: 39% and Married: 61%
- Average age is 37
- Where they live: 78% in the US, 17% in Canada and 6% outside North America



AFFLUENT

- Average household income is \$73,300
- More than 87% have attended college
- The majority have professional careers

BIG SPENDERS

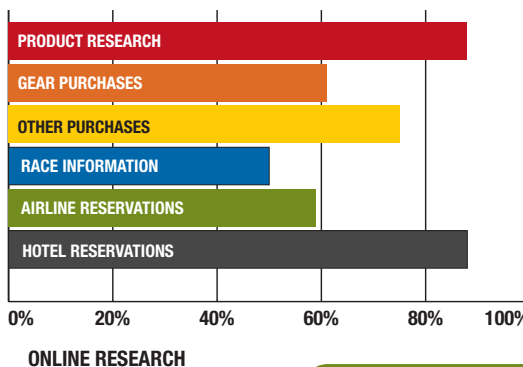
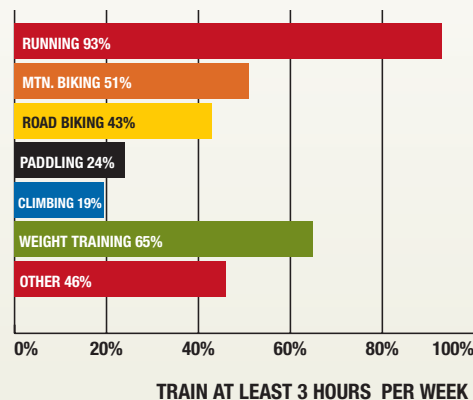
- Spend an average of over \$2,500 annually on multi-sport gear
- More than 40% spend over \$2,000 annually just on adventure racing
- What our readers intend to purchase this year:
 - Road Bike 33.9%
 - Mountain Bike 41.5%
 - Canoe/Kayak 51.1%
 - New car 24%
- Over 42% own an SUV, 25.7% own a pick-up truck and 15.5% own a sports car
- Racers traveled overnight to 38.5% of their 2003 events

INTERNET SAVVY

- Product research 88%
- Purchase gear online 61%
- Make airline reservations online 58.9%
- Make hotel reservations online 53.2%

MULTI-SPORT COMPETITORS

- Nearly all readers compete — 98% enter a multi-sport event this year
- Over 49% of those who raced in 2003 will race in more AR events in 2004
- Percentage of readers by discipline that train an average of 3 hours or more a week



2005 EDITORIAL CALENDAR

JAN/FEB	2004 Championship Coverage: Xterra, USARA, Raid; Profile of Michael & Jenny Tobin; 2004 Multi-Sport Athletes of the Year Gear: Bike lights and Headlamps Destination: San Diego, California Adventure: Winter Mountaineering in Colorado
MARCH	2005 Multi-Sport Racing & Training Guide: How to train; Planning your season; Beginner's tips; Navy SEAL training Gear: Bikes and Accessories Destination: Moab, Utah Adventure: Running the Grand Canyon
APRIL	2005 Multi-Sport Gear Guide: gear, footwear, apparel and accessories; Eco-Challenge turns 10; 2005 sports festivals Gear: All Categories Destination: Durango, Colorado Adventure: Mountain Biking in Conyers, Georgia
MAY	America's best multi-sport towns; Become a better mountain biker; Top young multi-sport athletes; Eat like the pros Gear: Adventure Packs & Vehicle Racks Destination: Austin, Texas Adventure: Hiking/Climbing Mount Rainier
JUNE	Xterra's European Tour; Profile of adventure racer Mike Kloser; Tips for beating the heat; Expert hydration tips Gear: Hot-Weather Apparel Destination: Traverse City, Michigan Adventure: Mountain Biking in West Virginia
JULY	Special Report: The Struggle for Trail Access; Multi-day paddling adventures; International Race Coverage Gear: Boats & Paddling Accessories Destination: Roanoke, Virginia Adventure: Paddling Washington's Puget Sound
AUGUST	Women & Adventure Sports; Profile of Xterra pro Jamie Whitmore; Michigan Coast to Coast; Avoid late-season burnout Gear: Gadgets & Gizmos Destination: Bethel, Maine Adventure: Running Colorado's Pikes Peak
SEPTEMBER	Subaru Primal Quest Preview; Real People with Real Jobs; Summer Race Coverage; Balance Bar Adventure Race Series Gear: Trail Running Gear & Apparel Destination: Incline Village, Nevada Adventure: Running Vermont's Long Trail
OCTOBER	2005 Xterra World Championship Preview; Profile of top Xterra athletes; Summer Race Coverage Gear: Climbing Gear Destination: Sedona, Arizona Adventure: Ocean Paddling in Hawaii
NOV/DEC	Winter Sports Preview; Subaru Primal Quest coverage; Multi-Sport Vacation and Travel Guide; Cool Races in Hot Places Gear: Winter Gear & Holiday Gift Guide Destination: Frisco, Colorado Adventure: Snowcat Skiing in Canada



production schedule + ad rates



print ad rates

	1x	3x	6x	9x
2 Page Spread	\$ 7,591	\$ 7,211	\$ 6,831	\$ 6,452
1/2 Page Spread	\$ 4,630	\$ 4,399	\$ 4,167	\$ 3,936
Full Page	\$ 3,995	\$ 3,795	\$ 3,596	\$ 3,396
2/3 Page	\$ 3,036	\$ 2,884	\$ 2,733	\$ 2,581
1/2 Page	\$ 2,437	\$ 2,315	\$ 2,193	\$ 2,071
1/3 Page	\$ 1,718	\$ 1,632	\$ 1,546	\$ 1,460
1/4 Page	\$ 1,318	\$ 1,252	\$ 1,187	\$ 1,121
1/6 Page	\$ 879	\$ 835	\$ 791	\$ 747

SPECIAL PLACEMENT

Back Cover: \$ 5,193.50 **Inside Front Cover:** \$5,193.50
Inside Back Cover: \$4,594.25 **Adjacent to TOC** \$4,394.50



MARKETPLACE RATES

2.25" x 1.5"	\$ 198
2.25" x 2.25"	\$ 325
2.25" x 3.0"	\$ 430
2.25" x 4.5"	\$ 645

web banner rates

BANNER RATES (MONTHLY*)

Banner	Run of Site	Home Page	Calendar	Content Pages	E-Newsletter
468 x 60	\$125		\$125	\$75	\$150
125 x 125	\$75			\$50	

SPONSORSHIP BANNER RATES (MONTHLY*)

Banner	Home Page	Calendar	Content Pages
450 x 60**	\$600		
468 x 60		\$600	\$200

* THERE IS A THREE-MONTH ADVERTISING MINIMUM (PAID IN FULL) WITH INSERTION ORDER.
 ** HOME PAGE ONLY

production schedule

SPACE CLOSE	MATERIALS DUE	ON-SALE	
11/05	11/10	01/03	JAN/FEB
01/06	01/12	02/28	MARCH
02/09	02/16	04/04	APRIL
03/09	03/16	05/02	MAY
04/06	04/13	05/30	JUNE
05/04	05/11	07/04	JULY
06/08	06/15	08/01	AUGUST
07/06	07/13	08/29	SEPTEMBER
08/10	08/17	10/03	OCTOBER
09/07	09/14	10/31	NOV/DEC





PRINT AD MECHANICALS



spread	WIDTH X HEIGHT
LIVE AREA	15.25" x 10.625"
TRIM SIZE	16.25" x 10.875"
BLEED	16.5" x 11.125"

FULL page	WIDTH X HEIGHT
LIVE AREA	7.875" x 10.625"
TRIM SIZE	8.125" x 10.875"
BLEED	8.375" x 11.125"

partial page	WIDTH X HEIGHT
2/3 VERTICAL	4.687" x 9.875"
1/2 HORIZONTAL	7.187" x 4.937"
1/2 ISLAND	4.687" x 7.437"
1/2 VERTICAL	3.437" x 9.875"
1/3 VERTICAL	2.187" x 9.875"
1/3 SQUARE	4.687" x 4.937"
1/4 VERTICAL	3.437" x 4.937"
1/6 HORIZONTAL	4.687" x 2.437"
1/6 VERTICAL	2.187" x 4.937"

Paper Stock

COVER: 80# Gloss **BODY:** 50# Gloss
BINDING: Saddle-stitched
PRINTING: Heat-set web offset

Dimensions

TRIM SIZE: 8 1/8" x 10 7/8"
LIVE AREA: 7 7/8" x 10 5/8"
BLEED: 1/8" beyond trim on all sides

Acceptable File Formats

All advertising should be provided in digital format. In order to process your digital files efficiently, please supply one composite high-resolution file per advertisement (i.e. TIF or EPS, with fonts converted to outlines or embedded). Alternatively, we will accept the following Macintosh-native application files with all necessary images and fonts.

- Adobe Photoshop, 300 dpi
- TIFF, 300 dpi
- High-resolution, press-ready Adobe PDF
- EPS, with all fonts converted to outlines
- Quark Xpress, with all fonts and support files included

If your file is created in another program, such as Freehand, Pagemaker or InDesign, etc., please save it as an EPS or TIF file format. If the program supports it, convert all fonts to outlines. Resolution should be 300 dpi.

Fonts All fonts must be converted to outlines, embedded in the file or included with ad files. Provide printer and screen fonts including fonts used within imported files.

Proofs All files must be accompanied by a proof. We cannot guarantee color fidelity or content on press if a color proof is not supplied with your files. Acceptable proofs are: Matchprint, Rainbow or Iris.

Acceptable Media Zip Disk (100 or 250 MB); CD-ROM; DVD.

Electronic File Submission Files can be uploaded to the **ADVENTURE SPORTS** FTP server. Call our Ad Production department for details, (770) 451-5126.

Alterations Ads requiring alterations, such as editing, image manipulation, reductions or enlargements, trapping, etc., will be billed mechanical charges at the publisher's prevailing rates.

Please include issue date, ad size reserved and contact information for your designer with all ad submissions.

WEB AD GUIDELINES

Banners

HOME PAGE: There are two Home Page banners with a maximum of six banners in rotation on this page.

CONTENT PAGES: There is one banner loaded at the top of each content page.

E-NEWSLETTER: The number of banners may vary on each newsletter.

SPECIFICATIONS:

- 450 x 60 pixels (Home Page only)
- 468 x 60 pixels (Content pages & e-newsletter)
- GIF or JPEG formats only
- 22K maximum file size (including animation files)

Buttons

CONTENT PAGES: There are three button banners on the left side of each content page.

E-NEWSLETTER: The number of buttons may vary on each e-newsletter.

SPECIFICATIONS:

- 125 x 12560 pixels
- GIF or JPEG formats only
- 12K maximum file size (including animation files)

Sponsorships for the home page, calendar and specific content pages are also available on a limited basis. This program provides the sponsor with full banner exposure on every page view for that specific Web page. Only one sponsor's banner is permitted per content page for the 468 x 60 banners. Two sponsors are allowed for the home page 450 x 60 banners.

NOTE: NOT ALL BANNER SIZES ARE USED ON ALL PAGES AND THE WEBSITE LAYOUT IS SUBJECT TO CHANGE.

adventure sports

TERMS & CONDITIONS

- Print advertising is billed NET 30 from issue mailing date.
- Prepay discount of 5% when payment is received on or before Material Close Date. We do not pre-invoice. Please pay from insertion order or call for quote.
- Frequency Discounts are only valid when full insertion is fulfilled. Advertiser is responsible for full rate if insertion order is discontinued and will be invoiced accordingly.
- New advertisers must provide an acceptable credit reference or cash with order at the Material Close Date.

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