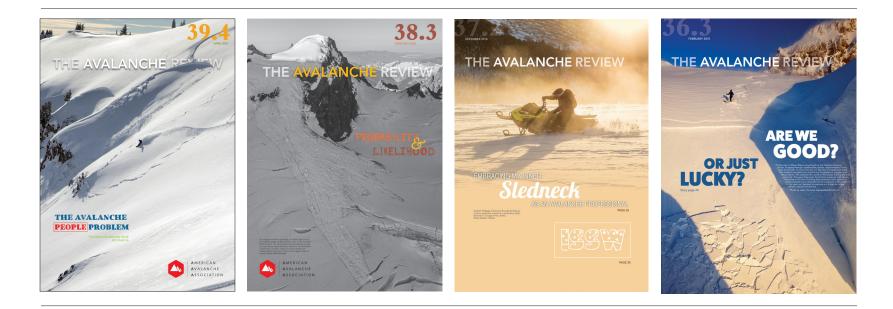
THE AVALANCHE REVIEW ADVERTISING

The Avalanche Review communicates the thought and experience of snow science and avalanche technology.

- Sue Ferguson, PhD, Founding Publisher



WHY ADVERTISE IN TAR?

- TAR is THE venue for connecting avalanche professionals and sharing ideas, recent research, and news across the industry in the United States.
- Annually, TAR reaches over 6,000 readers—avalanche professionals and engaged recreationists—in the U.S. and fifteen countries internationally.
- Four full-color issues per winter to highlight your brand and products through compelling images and text amongst a diverse group of professionals.
- A 10% discount for a commitment to all 4 issues by August 31st.
 A 5% discount for a 3-issue or less commitment by August 31st, or a 3-issue commitment after August.

BECOME AN INDUSTRY SUPPORTING PARTNER

Demonstrate your support for avalanche professionals and the avalanche industry in the U.S. with a clickable weblink on www.americanavalancheassociation.org and www.avalanche.org. Avalanche.org connects the public to avalanche forecasts, education, and resources in the United States; the site gets 10 million visits per season. A logo/weblink on one or both of A3's websites provides even greater exposure for your brand.

Partnerships start at \$2500.

Contact Jayne Nolan at jayne@avalanche.org for more information.

A Publication of the American Avalanche Association



AMERICAN AVALANCHE ASSOCIATION

VOLUME 40 • 2021/2022

AD RATES

Back Cover \$20	000
Full Page \$14	400
1/2-page \$8	825
1/3-page column \$	600
1/4-page\$4	450

AD DEADLINES

- FALL (Vol 40.1 October) Space ReservationAug 31, 2021 Final Art DeadlineSept 7, 2021
- EARLY WINTER (Vol 40.2 December) Space ReservationOct 20, 2021 Final Art DeadlineOct 27, 2021
- LATE WINTER (Vol 40.3 February) Space Reservation Dec 22, 2021 Final Art DeadlineJan 7, 2022
- SPRING (Vol 40.4 April) Space Reservation Feb 22, 2022 Final Art Deadline March 1, 2022

THE AVALANCHE REVIEW ART SPECS



FINAL ART SPECS

Rates are for advertising space only. All ads must meet production specs. Basic layout (½-hr max) can be provided if needed. Additional layout services are available at \$75/hr.

- Ads must meet size specifications exactly. See following pages for dimensions.
- Ads must be provided in: InDesign, Illustrator, Photoshop, JPG, or PDF file formats.
- Ads can be provided via e-mail or through Dropbox file sharing.
- All images and fonts must be provided, unless fonts are outlined.
- Images must be provided in CMYK, jpg or tiff, 300 dpi at 100% resolution.
- Line art must be provided in pdf or illustrator, 600 dpi at 100% resolution.
- Final Art deadline is for complete ads.

The Avalanche Review is getting a design refresh for Volume 40 and ad dimensions have changed. Find final ad specs on the following pages.

For production assistance or questions contact our designer McKenzie Long at mckenzie@cardinalinnovative.com.

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AMERICAN AVALANCHE ASSOCIATION

AD ART DEADLINES

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CONTACT

PRODUCTION

McKenzie Long, Cardinal Innovative (515) 515-0723 mckenzie@cardinalinnovative.com For Dropbox, share with mckenzieelong@gmail.com

Half Page Ads:

9.5 x 6.6 inches with 0.125 in bleed all sides.

Total Dimensions: 9.75 in x 6.85 in.

Live Content Area: 8.5 x 6 inches

Price: \$800

1/4 Page ads:4.166 x 6.076 inchesNo bleed.

Price: \$425

1/3 Page Full Column Ads: 2.722 x 12.324 in No bleed.

Price: \$550

Full Page Ads: 9.5 x 13.375 inches with 0.125 inch bleed on all sides.

Total Dimensions: 9.75 x 13.625 inches

Live Content Area: 8.5 x 12.3 inches

Price: \$1400 Full Page