

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	\$2000
Full Page.....	\$1400
1/2-page	\$825
1/3-page column.....	\$600
1/4-page	\$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 ReservationDec 22, 2021
Final Art DeadlineJan 7, 2022

SPRING (Vol 40.4 • April)
Space ReservationFeb 22, 2022
Final Art DeadlineMarch 1, 2022

THE AVALANCHE REVIEW ART SPECS



FINAL ART SPECS

Rates are for advertising space only. All ads must meet production specs.

Basic layout (1/2-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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CONTACT

PRODUCTION

McKenzie Long, Cardinal Innovative
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mckenzie@cardinalinnovative.com
For Dropbox, share with
mckenzieelong@gmail.com

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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

**1/3 Page
Full Column
Ads:**

2.722 x 12.324 in
No bleed.

Price: \$550

1/4 Page ads:

4.166 x 6.076 inches
No bleed.

Price: \$425

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