

# THE AVALANCHE REVIEW

## ADVERTISING

For Volume 35 of *The Avalanche Review* you will continue to see a full-color magazine filled with articles that help improve the knowledge and skills of its readers. Articles address advances in forecasting, hazard reduction techniques, education, and research. We have received a great deal of positive feedback from the avalanche community about last year's redesign, and *TAR* distribution continues to grow. Membership in the AAA has grown by 20% in the past year and 42% over the past two years. Current *TAR* distribution is just over 1400 mailed copies per issue, plus an additional 50-150 copies distributed for free at industry events (e.g. ISSW, SAWs, etc). We are excited to continue to make this publication relevant and useful for avalanche professionals. And now, in our full-color format, your ad looks better than ever!

<b>RATES</b>	<b>bw</b>	<b>color</b>	<b>DISCOUNTS</b>
Back Cover ...	N/A.....	\$1800	10% discount to anyone who commits to all four issues before August 1.
Full Page.....	N/A .....	\$1300	
1/2-pg.....	N/A .....	\$750	
1/3-pg column	N/A .....	\$525	5% discount for later
1/4-pg.....	N/A .....	\$400	4-issue commitment or less
1/8-pg.....	\$200 .....	\$220	than 4 issue commitment
1/16-pg.....	\$105 .....	\$120	by August 1.

## WEB LINKS

[www.americanavalancheassociation.org](http://www.americanavalancheassociation.org) and [www.avalanche.org](http://www.avalanche.org)

Interested in a web link with a clickable logo on both of our websites?

### BECOME AN INDUSTRY SUPPORTING PARTNER!

Partnerships start at \$650

(clickable logo link on both websites through June 2017).

\* Discount for 4-issue advertisers: \$300 for both links, \$100 for [americanavalancheassociation.org](http://americanavalancheassociation.org) only.

Contact Jaime Musnicki (right) for more information about Industry Supporting Partnerships.

## FINAL ART SPECS

Rates are for advertising space only. All ads must meet production specs or basic layout (1/2-hr max) will be provided. Additional ad layout is available at \$75/hr.

- Ads must meet size specifications exactly. (See specs on following pages.)
- 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.

For production assistance or questions contact McKenzie Long (right).

## AD DEADLINES

### VOLUME 35 • 2016/17

FALL (Vol 35, Issue 1 • September)

Space Reservation ..... Aug 1, 2016

Final Art Deadline ..... Aug 22, 2016

EARLY WINTER (Vol 35, Issue 2 • December)

Space Reservation ..... Oct 10, 2016

Final Art Deadline ..... Oct 27, 2016

LATE WINTER (Vol 35, Issue 3 • February)

Space Reservation ..... Dec 15, 2016

Final Art Deadline ..... Jan 4, 2017

SPRING (Vol 35, Issue 4 • April)

Space Reservation ..... Feb 17, 2017

Final Art Deadline ..... Mar 1, 2017

## CONTACTS

### SALES

Jaime Musnicki

(307) 699-2049

[aaa.jaimem@gmail.com](mailto:aaa.jaimem@gmail.com)

### PRODUCTION

McKenzie Long, Cardinal Innovative

(515) 515-0723

[mckenzie@cardinalinnovative.com](mailto:mckenzie@cardinalinnovative.com)

For Dropbox, share with

[mckenzieelong@gmail.com](mailto:mckenzieelong@gmail.com)



**Full Page Ads:**

9.5 x 13.375 inches with 0.125 in bleed on all sides.

**Total Dimensions: 9.625 x 13.625 inches**

**Live Content Area: 8.5 x 12.1875 inches**

**Price: \$1300 Full Page**

**1/8 Page Ads:**

5.15 x 2.75 inches

No bleed.

**Price: \$200 black and white**  
**\$220 color**

**1/16 Page Ads:**

2.75 x 2.75 inches

No bleed.

**Price: \$105 BW**  
**\$120 color**

**Half Page Color Ads:**

9.5 x 6.82 inches  
with 0.125 in bleed all sides.

**Total Dimensions: 9.75 in x 7.07 in.**

**Live Content Area: 8.5 x 5.69 inches**

**Price: \$750**

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

2.75 x 12.1875 in  
No bleed.

**Price: \$525**

**1/4 Page color ads:**

5.15 x 5.5 inches  
No bleed.

**Price: \$400**

**Back Cover Ad:**

8 x 13.375 inches with 0.125 in bleed on the top, bottom, and left side.

**Total dimensions: 8.125 in in x 13.625 in**

**Price: \$1800**

Presort Standard  
US Postage Paid  
Permit #592  
Pontiac, IL

A Publication of the  
American Avalanche Association



AMERICAN  
AVALANCHE  
ASSOCIATION

# THE AVALANCHE REVIEW

## ADVERTISING CONTRACT

Please sign, scan, and email advertising contract to [aaa.jaimem@gmail.com](mailto:aaa.jaimem@gmail.com). Contact Jaime Musnicki to request an invoice and/or learn about online payment options.

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

ISSUE	SIZE	RATE
<input type="checkbox"/> FALL	_____	\$ _____
<input type="checkbox"/> EARLY WINTER	_____	\$ _____
<input type="checkbox"/> LATE WINTER	_____	\$ _____
<input type="checkbox"/> SPRING	_____	\$ _____
<input type="checkbox"/> WEB LINK	_____	\$ _____

Advertising Total	\$ _____
Applicable Discounts	- \$ _____
Web link	+ \$ _____
<b>TOTAL OWED</b>	<b>\$ _____</b>

- Make check payable USD to American Avalanche Association.
- Mail check & contract to American Avalanche Association: PO Box 248 Victor, ID 83455

### TERMS

Prepayment and contract are required on all advertisements. No ad may be cancelled after copy deadline. *The Avalanche Review* reserves the right to reject or cancel any advertisement for any reason and to regulate the typographical tone, design and size of ads to comply with the standards and format. *The Avalanche Review* assumes no responsibility for loss or damage of any materials submitted for publication. Advertisers assume all responsibility and liability claims arising from ads. *The Avalanche Review* assumes no financial responsibility for typographical and design errors in, or omissions of, advertisements. If errors in published advertisements are the fault of *The Avalanche Review*, it will make good space offer for only the portion of the advertisement containing the error, provided proper notification of such error is made by the advertiser within 14 days of the mailing date of the issue. *The Avalanche Review* in no case accepts liability beyond the cost of the advertisement. In case of a canceled display contract, the advertiser will pay *The Avalanche Review* the difference between the open rate and the contract rate times the number of insertions.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Send contract along with check (payable to American Avalanche Association) to:

American Avalanche Association  
PO Box 248  
Victor, ID 83455  
[aaa.jaimem@gmail.com](mailto:aaa.jaimem@gmail.com)

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