

OUTDOORLIFE



CLOSING DATES | 2010

CIRCULATION: 750,000

Issue	National Ad Close	Regional/Selects Ad Close	On Sale Date
February	12/01/09	11/24/09	1/19/10
March	1/04/10	12/28/09	2/23/10
April	2/01/10	1/25/10	3/23/10
May	3/01/10	2/22/10	4/20/10
June/July	4/01/10	3/25/10	5/25/10
August	6/01/10	8/02/10	7/20/10
September	7/01/10	6/24/10	8/17/10
October	8/02/10	7/26/10	9/21/10
November	9/01/10	8/25/10	10/19/10
December '10/January '11	10/01/10	9/24/10	11/23/10

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SUPPLIED INSERTS | 2010

Shipping Address:	Outdoor Life Magazine Quad Graphics 56 Duplainville Rd. Saratoga Springs, NY 12866 Attn: Denise D'Angelo (518) 581-4346	Send a sample or blueline that includes the publication title before printing to: Stefanie La Bella, Associate Production Director Outdoor Life Magazine 2 Park Avenue, 10th Floor, New York, NY 10016
Identification:	Each skid should be clearly marked with the following identification: <ul style="list-style-type: none">• Publication name• Date of issue• Skid Count (key number and quantity on each carton if cartons are used)• Load Weight-gross• Load Tare• Outdoor Life Job #• Load Weight-net Contact the production department to obtain the correct job #. A sample of the card or insert should be affixed to four sides of each skid for identification of skid contents.	
Skid/Pallet Size:	Material-handling equipment at the plant can handle all standard size skids and pallets.	
Insert Size:	Trim Size: 7-7/8" x 10-1/2" Trims: Top: 1/8" or balance Foot: 1/8"	Preferable Bleed size: 8-1/8" x 10-3/4" Outside: 1/8" or balance Spine: 1/8"
Card Size:	Minimum: 6" x 4" (BRC) Maximum (Inserts): 8-1/8" x 10-3/4" (bleed size) All live matter should be kept 1/4" away from all trimmed edges of the insert or card when it is bound into the magazine. Vertical perforations should be a minimum of 1/2" away from backbone skive.	
Porosity:	Gurley. 100cc's of air in 25 seconds.	
Card Thickness:	At least .007, but not more than .0085 (US Post Office Requirements) (Please check PO)	
Card Paper:	75# basis weight and free of groundwood except when coated to resist an applied bending force (US Post Office Requirements) (Please check PO)	
Binding Method:	Perfect, with all products jogging to the foot.	
Delivery Times:	Delivery of cards to the plant can be made between 7am and 7pm Monday through Friday. Any special arrangements for delivery outside of the above times must be made through the Production Department. All shipments must be "prepaid". "Collect" shipments will be rejected at the receiving dock. You must call (414) 566-2100 with shipping information, publication title, issue date and job # for delivery appointment.	
Quantity:	Please contact Stefanie La Bella (212) 779-5139, Stefanie.LaBella@bonniercorp.com or Barbara Taffuri (212) 779-5136, Barbara.Taffuri@bonniercorp.com	

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PRODUCTION SPECS | 2010

Outdoor Life utilizes a digital workflow and requires that all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be rejected, or corrected and the advertiser billed for the required production.

Upload files to our AD PORTAL by going to
<http://adportal.bonniercorp.com/>

SEND ALL ADVERTISING MATERIALS TO:

Bonnier Corporation
Attn: Pre-Press, Outdoor Life
460 N. Orlando Ave. Suite 200
Winter Park, FL 32789
(When shipping ad materials, make sure to identify the magazine issue in which the ad is scheduled to run.)

AD DIMENSIONS

Printing: Web offset, perfect bound.

Trim Size: 7 ⁷/₈" X 10 ¹/₂"

Please allow ¹/₄" safety for live matter from TRIM on all sides.

For spreads, allow ¹/₄" safety on each side from the gutter.

Ad Page Dimensions	Non-Bleed	Bleed
Full Page	7" x 10"	8 ¹ / ₈ " x 10 ³ / ₄ "
² / ₃ Page	4 ⁵ / ₈ " x 10"	5 ¹ / ₈ " x 10 ³ / ₄ "
¹ / ₂ Digest	4 ⁵ / ₈ " x 7 ¹ / ₂ "	5 ¹ / ₈ " x 8"
¹ / ₂ Horizontal	7" x 5"	8 ¹ / ₈ " x 5 ¹ / ₄ "
¹ / ₃ Vertical	2 ¹ / ₄ " x 10"	2 ³ / ₄ " x 10 ³ / ₄ "
¹ / ₃ Square	4 ⁵ / ₈ " x 5"	5 ¹ / ₈ " x 5 ¹ / ₄ "
¹ / ₂ Horizontal Spread	15" x 5"	16" x 5 ¹ / ₄ "
Two Page Spread	14" x 10"	16" x 10 ³ / ₄ "
Two Page Gutter Spread	-----	15" x 10"

AD SPECIFICATIONS

All ads must be created to exact size specifications or will incur charges for re-sizing. If you are submitting a bleed ad, please verify the live bleed image extends .125" past the trim line. All live matter should be within .25" of trim dimensions. Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

REQUIRED FORMAT

PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to ensure they are properly created and will reproduce correctly. For more information, Please see adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions.

Other file formats such as InDesign and Quark Express native files with associated fonts and graphics will be accepted during the transition to PDF/X-1a as the required format until June 1, 2009. After that date, additional production charges may apply to convert to PDF/X-1a. To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark's "Collect For Output". These files must be compressed into either Zip or Stuffit archives. Required hi-res file types for upload: .pdf, .zip, .sit, .sitx

PROOFS

All advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards including a color bar for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs are Fuji Pictro, Fuji Final Proof, Epson Contract Proof, Kodak Approval, IRIS, Digital Match Print, Progressive Press Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof, additional charges may apply.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

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TERMS & CONDITIONS | 2010

The following are certain general terms and conditions governing advertising published in OUTDOOR LIFE MAGAZINE (the "Magazine") published by Bonnier Active Media (the "Publisher").

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. The Magazine is a member of the Audit Bureau of Circulations (ABC). Total audited circulation is reported on an issue-by-issue basis in Publisher's statements audited by the ABC. Total audited circulation for the Magazine comprises paid plus verified.
3. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
4. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
5. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
6. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
7. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes, whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
9. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness, and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense, or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims or suits that may arise out of the publication of such advertisement.
10. Until credit is approved, advertisements are run on a prepaid basis only.
11. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned Advertiser discounts.
12. Special advertising production premiums do not earn any discounts or agency commissions.
13. The Magazine is subject to the OUTDOOR LIFE 2010 issue-by-issue tally (IBIT) pricing system.