

# OUTDOOR LIFE



## CLASSIFIED RATES | 2010

### 2010 DISPLAY CLASSIFIED ADVERTISING RATES FREQUENCY DISCOUNTS

	1-2 Issues	3-5 Issues	6-10 Issues	11X
1"	\$964	\$941	\$905	\$870
2"	\$1,919	\$1,872	\$1,801	\$1,731
3"	\$2,849	\$2,779	\$2,675	\$2,571
4"	\$3,760	\$3,668	\$3,531	\$3,393
5"	\$4,676	\$4,562	\$4,391	\$4,219
6"	\$5,582	\$5,446	\$5,241	\$5,037
7"	\$6,479	\$6,321	\$6,083	\$5,846
1/8th page 3.5" x 2.5"	\$6,180	\$5,871	\$5,562	\$5,253
1/4th page 3.5" x 4.5"	\$9,222	\$8,761	\$8,300	\$7,839
Half Page	\$18,444	\$17,522	\$16,600	\$15,677
Full Page	\$33,479	\$31,805	\$30,131	\$28,457
Full Page	33,842	32,984	31,994	30,716

### 2010 DEADLINES

Issue Date	Space Closing	Material Deadline	On Sale Date
Feb-10	12/1/09	12/9/09	1/19/10
Mar-10	1/4/10	1/14/10	2/23/10
Apr-10	2/1/10	2/12/10	3/23/10
May-10	3/1/10	3/12/10	4/20/10
Jun/Jul-10	4/1/10	4/15/10	5/25/10
Aug-10	6/1/10	6/10/10	7/20/10
Sep-10	7/1/10	7/8/10	8/17/10
Oct-10	8/2/10	8/12/10	9/21/10
Nov-10	9/1/10	9/9/10	10/19/10
Dec-10/Jan-11	10/1/10	10/14/10	11/23/10

Orders cannot be cancelled or changed after closing date.  
Frequency: 10 issues per year

ADVERTISING RATES: 4 Color Available - 20% Premium

1. If you wish to include a picture in your ad, please send a glossy photo or art-work. Half-tones should be 120 screen, negatives right reading, emulsion side down. Column width - 1 col: 1 3/4"; 2 col: 3 1/2"; 3 col: 5 1/4". No ads 3 columns wide less than 3" deep (9" ad).

2. When your ad carries your local Post Office Box Number as your only address, be sure to send us YOUR COMPLETE NAME and STREET ADDRESS for our records. We cannot print your ad until we have this information in our files.

3. WE CANNOT ACCEPT ANY ADS to be answered in care of a box number at our office.

4. HOW TO COUNT WORDS: Each word or initial in name and address must be counted as a word: (e.g., John E. Jones, East Main St., counts as SIX words). However, P.O. Box 9 counts as THREE words. City, standard 2-letter state abbreviation and zip code together count as TWO words. Telephone number (including area code) counts as one word.

5. RATES are based on average net paid circulation, effective with the issue specified in the Magazine's current rate card, billed to the nearest quarter inch. These rates are subject to change without notice.

6. FREQUENCY DISCOUNTS are based on number of insertions placed within a 12-month period. Short rates or rebates will apply if advertiser earns rate different from that paid or billed. Advertisers will be billed for difference if cancellation earns a higher rate.

7. Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers), for changes made after closing dates or for any error in ad due to illegible writing on your order. Requests for adjustments must be received within 2 months of publication.

8. The Publisher may reject or cancel any advertising for any reason at any time. Only publication of an advertisement shall constitute final acceptance of an order, but does not constitute an agreement for continued publication. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

9. All advertisements are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. Advertiser agrees to handle mail orders promptly. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold harmless the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in the Magazine, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.

10. It is understood that the advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine. In consideration of the Publisher's reviewing for acceptance, or acceptance of any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

11. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these terms and conditions or the provisions of the Magazine's rate card will be binding on the Publisher. Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine will be treated as a position request only and cannot be guaranteed. The Publisher's inability failure to comply with any such condition or request shall not relieve the agency or advertiser of the obligation to pay for the advertising.

12. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue or issues of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

13. The Magazine is a member of the Audit Bureau of Circulations.

### LIABILITY FOR ERRORS OR OMISSION SHALL NOT EXCEED AMOUNT PAID FOR THE AD DISCOUNTS FOR PREPAID ADVERTISING SCHEDULES

**5% DISCOUNT:** Advertiser places ads to run in 6-10 issues in a 12-month period.

**10% DISCOUNT:** Advertiser places ads to run for 11 consecutive issues.

To earn the discount, advance payment is required for all ads scheduled. Ad copy must accompany order. Ads may be paid by check or charged to a major credit card.

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