

Ski Oregon

(formerly Oregon Snowsports Guide)



2006 Rate Card

RATES - 4 COLOR

SPACE RESERVATION

August 15, 2006

AD MATERIALS

September 1, 2006

DISTRIBUTION

October 1, 2006

DISTRIBUTION

100,000 copies will be distributed free during the 2006-2007 winter sports season. The State of Oregon Tourism uses *Ski Oregon* for fulfillment for their winter sports promotions. *Ski Oregon* is distributed through ski and snowboard shops throughout Washington, Oregon and California, as well as the Portland and Seattle winter sports shows.

MECHANICAL REQUIREMENTS

Live Area 7 1/2" x 10"
 Trim size 8 3/8" x 10 7/8"
 Bleed size 8 5/8" x 11 1/8"
 4-color line screen 150 lines per inch

MATERIALS

- All ads should be submitted on disk: CD, Zip, or Floppy.
- Preferred format: Macintosh. If PC, call to discuss.
- InDesign, Pagemaker, Illustrator, or Photoshop files: Please submit in native file format.
- Quark Express: save as Quark EPS, submit both the EPS & native Quark files. Please save your Quark file as a Quark 4.0 file.
- Please include:
 - Color proof.
 - A list of all placed graphics & fonts – Postscript only – no TrueType fonts.
 - All fonts used (screen & printer) in your file and in placed graphics.
 - All placed graphics.
- Advertiser/agency will be charged for any necessary production, revisions, typesetting, stripping and camera work, at publisher's cost (minimum \$20.00).

PAYMENT/TERMS

- 50% due August 15, 2006, 50% due October 1, 2006.
- No cancellations accepted after space commitment date.
- All insertion orders must be accompanied by a signed contract.
- All rates are non-commissionable.
- Advertiser (including agency) assumes liability for all contents (including text, photos and/or illustrations) of advertisement printed and also assumes responsibility for any claims made against publisher.
- Advertisers shall be held jointly and severally liable for moneys due to publisher for advertising published in magazine.
- Advertisers will be presumed to have read this rate card and agreed to its conditions without any further contract or notice.

FULL-SERVICE AGENCY

Gorge Publishing's full-service advertising agency can create the image you need for your products and services. We specialize in the action sports industry and tourism, providing expertise in ad design and production, newsletters, brochures, catalogs, copywriting and editing. For more information about our services, please give us a call.

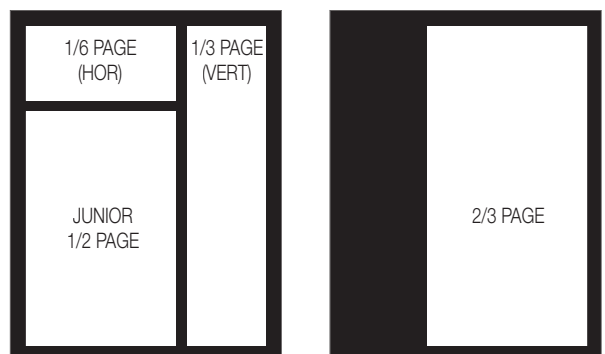
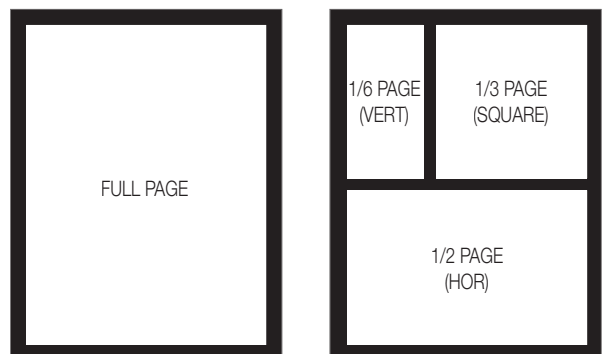
| SIZE | OSIA MEMBER | NON-MEMBER |
|---------------|-------------|------------|
| Back Cover* | \$7,200 | \$7,500 |
| 2-page spread | \$10,300 | \$11,000 |
| Full page | \$5,500 | \$5,790 |
| 2/3 page | \$3,940 | \$4,145 |
| 1/2 page | \$3,145 | \$3,310 |
| 1/3 page | \$2,125 | \$2,235 |
| 1/6 page | \$1,160 | \$1,220 |

*Back cover not available for ski areas

DIMENSIONS

| ADVERTISING SPACE | WIDTH X DEPTH |
|--------------------------|---------------------|
| Full page (nonbleed) | 7 1/2" x 10" |
| Full page, with bleed* | 8 5/8" x 11 1/8" |
| Full page, trim size | 8 3/8" x 10 7/8" |
| 2/3 page (vert-nonbleed) | 4 15/16" x 10" |
| 2/3 page (vert-bleed)* | 5 1/2" x 11 1/4" |
| Junior page | 4 15/16" x 7 1/2" |
| 1/2 page (hor) | 7 1/2" x 4 15/16" |
| 1/3 page (vert) | 2 3/8" x 10" |
| 1/3 page (square) | 4 15/16" x 4 15/16" |
| 1/6 page (vert) | 2 3/8" x 4 15/16" |
| 1/6 page (hor) | 4 15/16" x 2 3/8" |

*Live material on bleed ads must be 3/8" from trim.



GORGE PUBLISHING, INC.

P.O. Box 918 • 500 Morton Road • Hood River, OR 97031
 541-386-7440 • Fax 541-386-7480 • Email pete@gorgepublishing.com
 Advertising: Pete Fotheringham

marketplace classifieds

ski & snowboard shops • instruction • travel • special programs

SPACE RESERVATION

August 15, 2006

AD MATERIALS

September 1, 2006

DISTRIBUTION

October 1, 2006



1/12 page

2 3/8" wide x 2x3/8" high
(2.375" x 2.375")

OSIA Member \$545

Non-Member \$575

4-Color Rates

All rates in the
Marketplace Classifieds
are for 4-color ads

1/8 page

2 3/8" wide x 3 1/16" high
(2.375" x 3.6875")

OSIA Member \$810

Non-Member \$850

1/24 page

2 3/8" wide x 1 1/8" high
(2.375" x 1.125")

OSIA Member \$290

Non-Member \$305



2006/07

The *Ski Oregon* (formerly *Oregon Snowsports Guide*) Marketplace/Display classified section has been designed to help small businesses get the best from their limited advertising budgets by offering a preferential rate. This section is ideal for ski & snowboard retailers, ski schools and outfitters.

1/6 page

2 3/8" wide x 4 15/16" high
(2.375" x 4.9375")

OSIA Member \$1045

Non-Member \$1100

For information
please contact
Pete Fotheringham
at

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MECHANICAL DETAILS

4-color line screen: 150 lines per inch

Scan photos at 300 dpi

See dimensions on this page.

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