

Skydiving®

Rate Card #11

Founded in 1979, SKYDIVING serves the sport parachuting community by providing its readers with timely and accurate reporting on all sectors of the sport. It covers techniques, equipment, people, events, safety, the industry and regulation. The magazine operates on the premise that skydiving is made safer and more enjoyable if its participants are quickly informed of developments in these areas.

These goals are met with an independent magazine that actively seeks news in all these areas and publishes its findings quickly and accurately. As a consequence, SKYDIVING has the most complete coverage of the sport and provides active parachutists with the information they need to enhance their participation in the sport.

SKYDIVING also serves the sport parachuting industry—manufacturers, sup-

pliers, dealers, centers, riggers, clubs and associations. In addition to providing them with news and a means of communication, SKYDIVING offers them an excellent advertising vehicle that reaches more than 27,000 jumpers around the world who are actively looking to buy their products and services.

General

SKYDIVING'S basic advertising rates are based on the number of issues used during a 12-issue contract period. Generally, higher advertising frequencies earn lower rates.

Lower rates are earned over the course of this 12-issue period. That is, an advertiser pays the 1-time rate until he runs his fourth ad. With the fourth issue, he earns the 4-11 rate and receives a rebate for the first three ads equal to the differ-

ence between the 1-time and 4-11 time rate. An advertiser earns the 12-time rate upon publication of his advertisement in the 12th consecutive issue. Again, he is rebated for the difference between the rate he paid and the rate he just earned.

Ads need not be of the same size or content to earn a discounted rate. To earn the 4-11 rate, ads need not appear in consecutive issues.

Protective Clause

By submitting an ad, the advertiser asserts he has the right to publish that ad and he agrees to the terms of this rate card. Advertisers and advertising agencies assume all liabilities for all content of all advertisements printed and also assume all liability for any claims arising therefrom made against the publisher.

The publisher reserves the right to re-

Advertising Sizes and Rates

Ad Size	Wid.	Ht.	Black and White Rates			Color Rates		
			12 times	4-11 times	1 time	12 times	4-11 times	1 time
Full page (bleed; trim size)	62	84	\$715	\$817	\$915	\$1144	\$1306	\$1464
Full page (no bleed)	59	80	715	817	915	1144	1306	1464
3/4 page	44	80	632	691	700	1011	1106	1120
Magazine	44	59	464	513	589	743	821	943
1/2 page horizontal	59	40	420	466	540	672	745	864
1/2 page vertical	29	80	420	466	504	672	745	864
1/3 page vertical	29	59	316	361	417	507	577	666
3/8 page horizontal	44	29	245	294	342	392	472	547
3/8 page vertical	29	44	245	294	342	392	472	547
1/4 page, two col.	29	40	224	273	312	357	436	500
1/4 page, one col.	14	80	224	273	312	357	436	500
1/6 page, two col.	29	29	170	191	218	271	306	349
1/6 page, one col.	14	59	170	191	218	271	306	349
1/8 page horizontal	29	21	132	150	170	211	239	272
1/8 page vertical	14	40	132	150	170	211	239	272
1/12 page horizontal	29	14	102	114	124	162	182	199
1/12 page vertical	14	29	102	114	124	162	182	199
1/16 page	14	19	77	91	96	125	145	155
2 column inches	14	12	57	68	78	106	120	129
1 column inch	14	6	42	52	58	91	104	109
2-pg spread (no edge bleed)	121	80	1286	1470	1648	2058	2352	2636
2-pg spread (bleed; trim size)	124	84	1286	1470	1648	2058	2352	2636

(Measurements are in picas; there are 6 picas to the inch. Rates are in U.S. dollars.)

ject any advertisement that does not conform to his publication standards.

Publisher is not liable for errors in key numbers.

Any ad that simulates SKYDIVING'S format is not permitted, and the publisher reserves the right to place the word "advertisement" when, in the publisher's opinion, the ad resembles editorial matter.

General Conditions

The publisher may change conditions and rates without notice. If a rate change becomes necessary, an advertiser may cancel his commitment without short rate adjustment, providing the contract rate has been earned on space already run.

SKYDIVING shall not be liable for any costs or damages if, for any reason, it fails to publish an advertisement.

No conditions other than those listed in this rate card shall be binding on the publisher unless specifically agreed to in writing by the publisher.

Issuance and Closing Dates

SKYDIVING magazine is published 12 times a year.

Generally, space reservations are due by the first Friday of the month preceding the cover date. Ad materials must arrive by the second Friday of that month, which is the closing date.

Late Advertising

SKYDIVING strives to provide its advertisers with as much flexibility as possible. However, the publisher reserves the right to publish the latest advertisement if new material isn't received by the closing date.

Cancellations or changes cannot be made after the closing date.

Position

Advertisements will be positioned at the discretion of the publisher unless special positions have been ordered by the closing date and are available. For page 2, the inside back cover or the back cover, add 15% to the space rate. For all other special positions, add 10%. Color advertisements are given priority on page 2, the inside back cover, the back cover, and the centerfold.

Advertisements and editorial material are positioned and published independently of each other.

Multiple Pages

An advertiser who runs more than one full page in the same issue is entitled to a

discount of 15% off space, color and position charges of both ads. This discount does not apply to two-page spreads, which are already discounted.

Payment

Prepayment is required with all advertisements until the advertiser has become established with the publisher.

Invoices are due when received.

Carrying charges of 1.5% per month will be added to any balances more than 30 days old.

Both the advertiser and its agency shall be responsible for all charges associated with publishing an ad.

Advertisements published in SKYDIVING are not commissionable.

Two or more businesses may not share the same advertising program to earn a better discount.

The rates shown on this card are net rates. The advertiser shall pay any bank or transaction charges incurred in paying for an ad.

Mechanical Requirements

Size of Material: Space can normally be used only in the sizes shown in the chart on the preceding page. Odd sizes will be charged a reasonable extra fee.

SKYDIVING is printed on a heat-set web offset press using the four process colors: magenta, cyan, black and yellow. Stock is usually 45-lb. coated paper. The magazine is saddle stitched and trimmed to 11.0 x 14.4 inches.

Proofs: The publisher accepts no responsibility for the appearance of color ads that are supplied without an industry-standard proof.

Bleeds: Available on full page ads only. Keep all live material inside an area measuring 10.2 x 13.6 inches.

Reproduction Material: Supply PDF files prepared for commercial printing. Inquire for more information, or see www.skydivingmagazine.com/ad-specs.htm.

Other media – film, camera-ready mechanicals and Veloxes – are also acceptable, but the cost of any necessary conversion will be billed to the advertiser.

Production Services

SKYDIVING will accept non-camera-ready advertisements for publication and perform any typesetting, layout or camera work necessary to publish them. Cost of preparation will be billed to the advertiser. The cost of such preparation can be estimated in advance.

Photos used are best supplied as JPG or TIF files, although sharp paper prints

are acceptable.

Files smaller than 5 Mb may be emailed, but larger ones should be FTPed or supplied on CDROM.

Storage

All files, film, art and photographs will be held for six months and then destroyed unless otherwise requested in writing. Although SKYDIVING takes reasonable care of such materials, it cannot accept responsibility for the safety of any material it receives.

Classified Ads

Cost: 50¢ per word, \$10 minimum per issue. All bold letters: \$8 extra per issue. Small logo inserts: \$15 extra per issue. Large logo inserts: \$25 extra per issue. Blind ads: \$10 extra per issue.

Payment: All classified ads must be prepaid by check, money order, PayPal, or credit card (Visa, MasterCard, American Express; include complete account number and card expiration date).

For the fastest, most accurate submission of classified ads, fax them and credit card information to (386) 736-9786, or place them via SKYDIVING'S secure website, www.skydivingmagazine.com.

Mailing Instructions

Send orders and material to:

SKYDIVING Magazine
Advertising Department
1725 Lexington Avenue
DeLand, FL USA 32724

Telephone: (386) 736-4793
(Mon. – Fri., 9 – 5)

Fax: (386) 736-9786

Files of 5 Mb or less may be emailed to admin@skydivingmagazine.com, but larger ones should be FTPed or supplied on CDROM.

Inserts

A variety of inserts can be accommodated; contact the publisher for details.

Mailing Lists

SKYDIVING'S mailing lists of skydivers and parachute-related businesses are available for rent on reasonable terms. Contact the publisher for rates and conditions.

Subscriptions

United States: \$20 per year (12 issues). Foreign: \$32 per year. Air Mail rates are available on request.

SKYDIVING is a registered trademark.