



American Trails

2012 Advertising Packet

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*"Simply put – **American Trails** is the one-stop resource and authority for everything trails."*

John Hohol

Rhino Marking & Protection Systems

"We couldn't be more pleased with our choice to try out the Business Directory as a marketing tool. Within a month of signing up we received our first hit, which resulted in an invitation to team with a new client."

Scott Belonger, P.E., Associate Principal

Loris and Associates, Inc.

INTERESTED IN ADVERTISING?

Contact **Candace Mitchell, Communications Specialist**

candace@americantrails.org or (530) 547-2060

2012 Advertising Rates

American Trails Magazine



<i>(Prices are per issue)</i>	<u>4-Color</u>	<u>B & W</u>	<u>Dimensions</u>
Business Card	\$120	\$100	3.5" x 2" H
1/4 page	\$225	\$205	3.625" x 4.75" V or H
1/2 page	\$300	\$280	7.5" x 4.875" H or 3.625" x 10" V
Full page	\$500	\$480	7.5" x 10"
Double-Facing	\$800	\$780	17" x 11.5" w/gutter bleed 0"

Sizes & Format:

- Refer to dimension above; mention whether horizontal or vertical.
H = Horizontal; V = Vertical
- Print quality files are required: minimum 300 dpi, in EPS or TIF format. Please, no PDFs.

If you pay in full for additional issues, you are entitled to discounts:

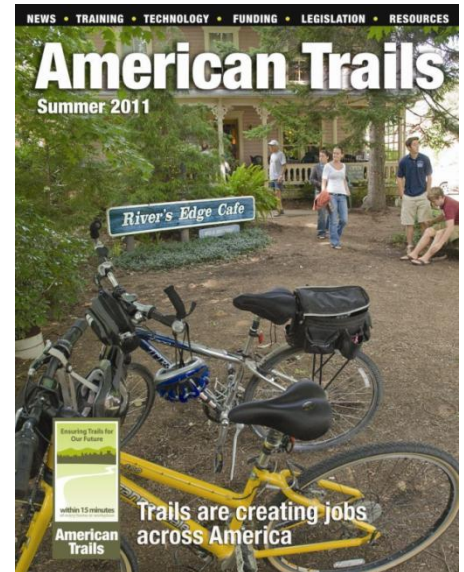
- 2 issues: 10% discount
- 3 issues: 15% discount

For example:

- 1 issue 1/4 page size ad: \$225
- 2 issues at 10% discount for a 1/4 page ad: \$450 - 10% discount = \$405 (or \$202.50 per issue)
- 3 issues at 15% discount for a 1/4 page ad: \$675 - 15% discount = \$573.75 (or \$191.25 per issue)

Full Bleeds - add 1/8" bleed around all edges:

- Available on ads over 1/2 page
- Add \$100 for each 1/2 page to Full page ad



DEADLINE REMINDERS for 2011/2012:

Spring 2012 Issue	February 15, 2012
Summer 2012 Issue	July 15, 2012
Fall 2012 Issue	October 15, 2012

Deadline dates are subject to change, but advertisers will be given at least 2 weeks notice before deadline.

Contact Candace Mitchell at the American Trails office:

candace@americantrails.org or (530) 547-2060

Reach Your Target Market!!

2012 Advertising Rates

American Trails Online Business Directory

www.AmericanTrails.org

The American Trails website receives over 1,000,000 visitors per year!

Trail Blazer Web Listing -- \$295 (less than \$25 per month) on a one-year contract; or \$35 by the month (3 month minimum)

This includes your full-color company logo, description, contact info, links to your website, placement in up to 2 categories, and a company profile webpage created just for you!

What is a Company Profile Webpage? This page is included with your Trail Blazer Web Listing ad, and will be created by our webmaster that will include your logo, contact info, links to your website, and can include as much wording as you'd like for your description. You can also include product or project photos to help the buyers know exactly who you are. View a sample of an individual webpage at http://americantrails.org/resources/consultants/businessdir_rhino.html.

Become an American Trails member and SAVE!!!

- Patron Members receive 15% discount off *Trail Blazer Web Listing* only*
- Supporter Members receive 10% discount off *Trail Blazer Web Listing* only*

View membership rates at <http://AmericanTrailsStore.org/memberships.html>.

**American Trails member savings apply only to Trail Blazer Web Listing advertising, not to Name Link advertising.*

Name Link Listing -- \$120 on a one-year contract; or \$20 by the month (3 month minimum)

This includes a name link to your website, email, and phone number listing with placement in up to 2 categories.

Banner Ad -- \$360 on a one-year contract; or \$60 by the month (3 month minimum)

Banner ads are available starting at \$360 year / \$60 month (3 month minimum). This can include a Banner Ad in one location of your choice on the American Trails website (certain locations are unavailable or available for a higher price). You can choose between a vertical banner ad (120 pixels wide x 160 pixels tall) or a horizontal banner ad (355 pixels wide x 80 pixels tall). Contact Candace Mitchell for more details: candace@americantrails.org or (530) 547-2060.

Need help designing your ad?

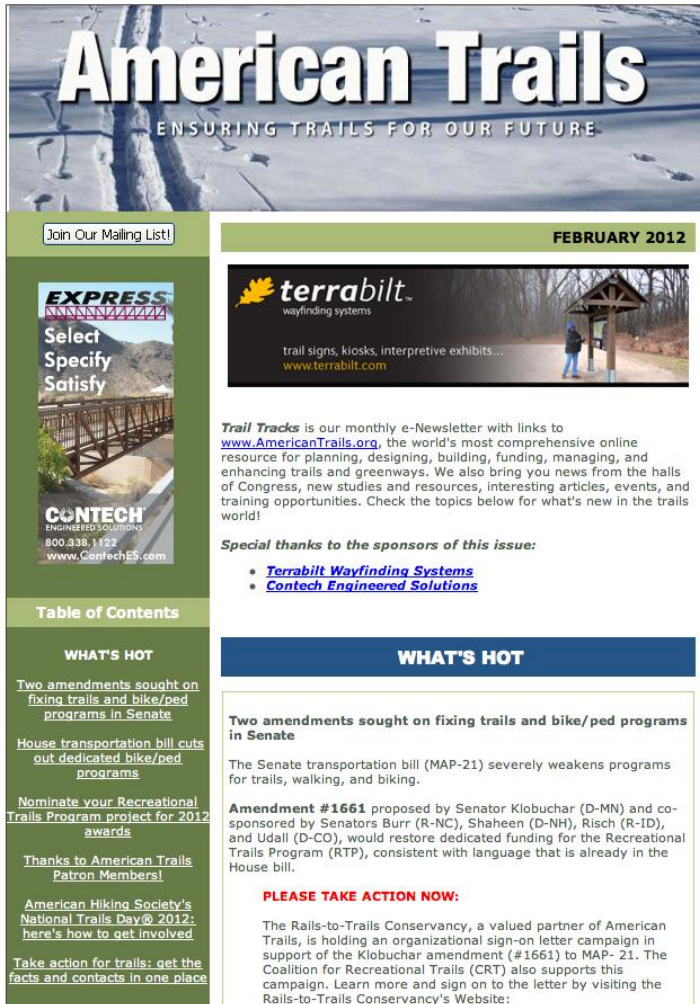
The American Trails office can help!

For only \$65/hour, with 1 hour minimum, we can create your ad starting from scratch or from a template you've already started.

**Contact Candace Mitchell at the American Trails office:
candace@americantrails.org or (530) 547-2060**

2012 Advertising Rates

Trail Tracks e-Newsletter



How does making your company visible to over 20,000 people sound?

Your company advertisement could be made visible to over 20,000 people if you choose to advertise in our monthly *Trail Tracks* e-Newsletter. Our e-Newsletter is sent to over 20,000 email addresses each time and the numbers grow each issue! The *Trail Tracks* e-Newsletter is full of information on the latest news and issues in the trails world, as well as information on training, education, and new resources on the American Trails website - www.AmericanTrails.org.

Your ad would have a hot link directly to your website from our e-newsletter.

Specifications:

- **Two Ad Sizes**

- **HORIZONTAL:** 450-475 pixels wide x 100-120 pixels high
- **VERTICAL:** 120 pixels wide x 200-250 pixels high

How much does this cost?

These prime locations shown in the examples above have a great rate of only \$500 per issue. If you choose to advertise and pay for 2 or 3 issues in advance, you can get an additional 10-15% discount (2 issues = \$900; 3 issues = \$1,275).

Contact Candace Mitchell at the American Trails office:
candace@americantrails.org or (530) 547-2060

Submission Instructions

Print quality files are required for ads in the *American Trails Magazine*, minimum 300 dpi, in EPS or TIF format (no PDFs please).

Please refer to the website and e-Newsletter pages for requirements for those ads.

Send your ad(s) to the American Trails office at:

Regular mail:

American Trails
Attn: Candace Mitchell
PO Box 491797
Redding, CA 96049-1797

OR

FedEx, UPS or DHL:

American Trails
Attn: Candace Mitchell
21750 Rolling Hills Drive
Palo Cedro, CA 96073

Send via e-mail to:

Candace Mitchell at candace@americantrails.org

Upload to our FTP site:

If your ad is larger than 10 MB, you can upload it to our ftp site - atfiles.org/ftp. Please send Candace an email once you upload your file.

Questions?

If you have any questions, contact Candace Mitchell at the American Trails office at candace@americantrails.org or (530) 547-2060

