

# TrailBlazer

## Rate Card No. 39

### Mission Statement

TrailBlazer provides exclusive company news and information for the members and guests of Equity LifeStyle properties family resorts.

B&W	1x	3x	6x	10x
Spread	6600	6240	5940	5600
1 pg	3640	3500	3325	3150
2/3 pg	2700	2550	2440	2280
1/2 pg	2180	2040	1940	1840
1/3 pg	1500	1400	1360	1240
1/4 pg	1080	960	910	860
1/6 pg	800	750	710	680
4-C	1x	3x	6x	10x
Spread	8220	7800	7380	6960
1 pg	4580	4320	4110	3840
2/3 pg	3600	3400	3240	3060
1/2 pg	3070	2900	2750	2600
1/3 pg	2400	2260	2160	2020
1/4 pg	1900	1820	1710	1620
1/6 pg	1690	1610	1520	1440

### Position Rates

Back cover, 4-color only	.....\$5900
Inside Front or Back	.....\$5400
Special Positioning	.....Add 10%
Bleeds	.....Add 10%

### Marketplace

Dimensions	1X	3X	6X	10X
2-1/4" x 4"	\$450	\$420	\$400	\$390
2-1/4" x 3"	\$340	\$330	\$310	\$300
2-1/4" x 2"	\$240	\$220	\$210	\$200
Prices shown are for black & white				
Add \$200 for 4-color and \$100 for 2-Color				

Special Section ads are not agency commissionable.

### Issuance & Closing Dates

	Space Deadline	Materials Deadline	Mailed
<b>2010 Issues</b>			
Jan./Feb.	10/30	11/6	12/21
March	1/8	1/15	2/20
April	2/5	2/12	3/20
May	3/5	3/12	4/19
June	4/9	4/16	5/21
July	5/7	5/14	6/21
Aug.	6/4	6/11	7/19
Sept.	7/9	7/16	8/20
Oct.	8/6	8/13	9/20
Nov./Dec.	9/3	9/10	10/18
<b>2011 Issues</b>			
Jan./Feb.	11/1	11/8	12/20
March	1/7	1/14	2/19
April	2/7	2/14	3/21
May	3/7	3/14	4/22
June	4/8	4/15	5/20
July	5/6	5/13	6/20
Aug.	6/6	6/13	7/22
Sept.	7/8	7/15	8/19
Oct.	8/8	8/15	9/21
Nov./Dec.	9/5	9/12	10/21

### Dimensions

Our magazine is 8" x 10-3/4" trimmed.  
Keep live matter back from trim by 5/16"

Size	Width	Depth
2 Page Spread with bleed	16-1/4	11-1/4
1 Page without bleed	7	9-3/4
1 Page with bleed	8-1/2	11-1/4
2/3 Page	4-3/4	9-7/8
1/2 Page Vertical	4-3/4	7-3/8
1/2 Page Horizontal	7	4-7/8
1/3 Page Vertical	2-1/4	9-7/8
1/3 Page Square	4-3/4	4-7/8
1/4 Page	4-3/4	3-7/8
1/6 Page Vertical	2-1/4	4-7/8
1/6 Page Horizontal	4-3/4	2-3/8



## Classified Advertising Section

Standard copy is \$10 per line, \$30 for b/w photo for members/Non-Commercial & \$25 per line, \$45 for b/w photo for non-members/Commercial (3 Line minimum, 30 Characters per line, First line bold). \$5 per line for additional boldface type. Ads must be received in writing. Pre-payment required for all classified ads. No agency commission.

## Special Units

Inserts, gatefolds, and business reply cards are available and rates may be obtained upon request.

## Printing Requirements

TrailBlazer is saddle-stitched and printed web offset on 70 lb. and 45 lb. coated stock. Covers are printed on 70 lb. coated stock. Follow SWOP, AAAA/MPA recommended standard specifications for magazine web offset printing.

## Electronic/Mechanical Specifications

We encourage submission of material in electronic form. Material should be supplied in PDF File, Pagemaker, Quark, Illustrator or Freehand. All digital material, whether supplied on disk or sent by telecommunications, must be accompanied by:

- an accurate laser proof of the file, including color breaks
- a hard copy list of the files supplied
- all fonts
- all images (must be supplied at 300 dpi). Pagemaker images are embedded and are not accessible, be sure to include all images with the document. Supplied files in postscript format must include all supporting documents, images and fonts as back-up. Technology changes rapidly and we reserve the right to make appropriate changes to these specifications.

## Material for Black & White Advertising

Film: Right-reading emulsion side down negatives. Maximum 120 line screen. Advertiser to supply velox proof. A stat is acceptable as a proof on line art. Anticipate a 5-10% gain on press and prepare material accordingly. Veloxes to be used as line art should be screened to a maximum 120 line with 15% highlight, 85% shadow. All materials other than final negatives of veloxes will be subject to production charges.

## Material for Color Advertising

Film: Right-reading emulsion side down negatives. Maximum 150 line screen. Film must indicate bleed and trim as well as center marks. Register marks should appear on four sides of each color film. Two sets of film required for 2-page spread.

Proofs: Chromalines or Color Match or Color Keys on publication stock are necessary to obtain a satisfactory color match. Total 4-color density must not exceed 280%. Proofing direction is head to foot. Standard process colors in AAAA/MPA approved colors. Color rotation is Black, Cyan, Magenta, Yellow.

## Copy & Contract Regulations

1. Advertising contracts are to be completed within one year from first advertising insertion date to earn frequency discounts. Advertisers not completing a contracted, discounted schedule are subject to a short rate.
2. All advertising subject to publisher's approval.
3. Advertiser and/or advertising agency assumes full liability for all advertising content and do indemnify and hold publisher harmless from any claims that arise.
4. Ad cancellations not accepted after order closing date.
5. Publisher is not liable for errors in key numbers.
6. Terms are net 30 days.
7. Unless otherwise arranged, materials or copy changes not received by the materials closing date authorizes publisher to repeat copy from a previous ad.
8. Advertising material will be held for one year and then discarded by the publisher unless otherwise notified.

## Ad Production Services

TrailBlazer can provide ad production and design services. For a list of fees and services available, please consult the advertising sales department 1 (903) 482-0518.

## Additional Advertising Opportunities

For other opportunities, ask the Trailblazer advertising department for details. Combination rates are available.

# TrailBlazer

## Advertising Sales Offices

Two North Riverside Plaza, Suite 800

Chicago, IL 60606

(312) 279-1400

Toll Free (877) 252-9320

[www.trailblazermagazine.net](http://www.trailblazermagazine.net)

# TrailBlazer

THE LIFESTYLE MAGAZINE FOR THE MEMBERS OF  
THE THOUSAND TRAILS FAMILY OF CAMPING RESORTS

## Rate Card