

ADVERTISING RATES

ENTRINO

SPORTSTRAVELMAGAZINE.COM

Advertising Unit	Ad Unit Size	Rate
A Super Leaderboard	970 x 90	\$1,250
B Super Rectangle	300 x 600	\$1,095
C Medium Rectangle	300 x 250	\$995

Ad units A-C are subject to ad rotation.

CUSTOMIZED E-BLASTS

Quantity of Recipients	Rate
2,000–9,999	\$450 per thousand
10,000–39,999	\$375 per thousand
40,000 or more	\$250 per thousand

ANALYTICS

Analytics are proof of on-going readership long after the publishing date. Digital advertisers on *SportsTravelMagazine.com* receive the following analytical information: recipients, unique visitors, website page views and click throughs. Reports are available four weeks following the completion of the digital advertising campaign.

ONLINE ADVERTISING SPECS

Advertisers must submit digital artwork no later than 10 days prior to flight time. Artwork file size must not exceed 50K in a 72 dpi GIF or JPEG format with the exception of the Left-of-Front and Right-of-Back Cover Page artwork, which must be submitted as a high-resolution, 300 dpi PDF file.

The screenshot shows the SportsTravelMagazine.com website interface. At the top, there is a navigation bar with links for HOME, NEWS, SERVICES, DIGITAL EDITION, ADVERTISING, QUICK LINKS, CONTACT, and SUBSCRIBE. The main content area features a large hero image of hockey players with the headline "COVER STORY: HOCKEY STARTS EARLY". Below this, there are several smaller articles and sections, including "Blog Streams" with author photos and "The Pro & The Post" section. On the right side, there are two large grey boxes representing ad units: a "Super Rectangle 300 x 600" and a "Medium Rectangle 300 x 250".

A Super Leaderboard 970 x 90

B
Super
Rectangle
300 x 600

C
Medium
Rectangle
300 x 250

DIGITAL ADVERTISING RATES

SPONSORSHIP PACKAGE

Advertising Units Included	Ad Unit Sizes	Rate
D Left-of-Front Cover Page	8-1/4" x 10-1/2"**	\$3,375
E Right-of-Back Cover Page	8-1/4" x 10-1/2"**	
F Banner on Subscriber Email Blast	120 x 360	
C Medium Rectangle on Website	300 x 250	

AD UNITS

Advertising Unit	Ad Unit Size	Rate
Leaderboard	728 x 90*	\$1,675
Left-of-Front Cover Page	8-1/4" x 10-1/2"**	\$1,475
Right-of-Back Cover Page	8-1/4" x 10-1/2"**	\$1,075
Bellyband	500 x 175*	\$895

AD ENHANCEMENTS

Advertising Unit	Ad Unit Size	Rate
Video (100MB maximum file size)		\$1,095
Audio (Up to 25GB streamed)		\$1,095
Website In Page	Varies	\$895
Link Fade/Pulsing Links	Varies	\$895
Ad-Jolt Animation	Varies	Call for Quote
Slideshow	Varies	Call for Quote


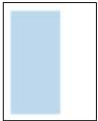
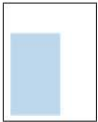
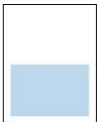
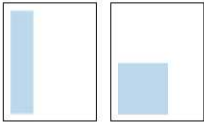
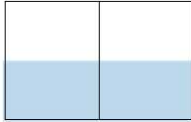

SUBSCRIBER EMAIL BLAST

Advertising Unit	Ad Unit Size	Rate
G Leaderboard	639 x 155	\$1,310
F Banner	120 x 360	\$1,050



*need to be supplied at 300 dpi

ADVERTISING RATES & SIZES

		1x	3x	6x
Full-Page Bleed Ad Trim Size: 8-1/4" x 10-1/2" Bleed Size: 8-1/2" x 10-3/4" Live Area: 7" x 10"		B&W \$2,685 4C \$3,905	B&W \$2,530 4C \$3,675	B&W \$2,310 4C \$3,355
Two-Thirds-Page Vertical Ad 4-1/2" x 9-3/4"		B&W \$2,405 4C \$3,625	B&W \$2,255 4C \$3,410	B&W \$2,070 4C \$3,125
Half-Page Island Ad 4-5/8" x 7-3/8"		B&W \$2,045 4C \$3,290	B&W \$1,925 4C \$3,085	B&W \$1,755 4C \$2,825
Half-Page Horizontal Ad 7" x 5-1/8"		B&W \$1,930 4C \$3,140	B&W \$1,785 4C \$2,935	B&W \$1,635 4C \$2,630
Third-Page Vertical Ad 2-1/4" x 9-3/4" Third-Page Square Ad 4-5/8" x 5-1/8"		B&W \$1,555 4C \$2,795	B&W \$1,465 4C \$2,620	B&W \$1,340 4C \$2,400
Half-Page Spread Horizontal Bleed Ad Bleed Size: 17" x 6" Trim Size: 16-1/2" x 5-7/8"		4C \$6,150	4C \$5,785	4C \$5,290
Two-Page Spread Bleed Ad Trim Size: 16-1/2" x 10-1/2" Bleed Size: 17" x 10-3/4"		4C \$7,845	4C \$7,390	4C \$6,745



COMMISSIONS & PAYMENT

Commission of 15% to recognized advertising agencies on space and color charges when account is paid within 30 days of invoice. Late payment results in forfeiture of agency commission and future ad billing directly to client. Any invoice not paid on time shall accrue interest at the rate of 1.5% per month. Advertiser and agency are jointly and severally responsible for payment as well as enforcement and collection costs.

PREMIUM POSITIONING & ARTWORK SURCHARGES

- **Inside Pages:** 10% of space and color
- **Inside Covers or Center Spread:** 15% of space and color
- **Back Cover:** 20% of space and color
- **Bleed Cost:** 10% of space and color
- **Metallic Inks:** Contact your account executive for further information.
- \$250 minimum surcharge for changes to existing artwork.
- \$300 surcharge for changes to artwork at final proof, if schedule permits.