

Mountain Discoveries

2010 Advertising Rates

(All rates are per issue, for the 2010 calendar year)

Premium Positions	1X	2X
Back Cover	\$2950.	
Inside Front Cover	\$2600.	\$2345.
Inside Back Cover	\$2600.	\$2345.

Standard Positions	1X	2X
Full Page	\$1810.	\$1634.
2/3 Page (horizontal or vertical)	\$1370.	\$1238.
1/2 Page (horizontal or vertical)	\$1100.	\$995.
1/3 Page (block, horiz. or vert.)	\$770.	\$698.
1/6 Page (horizontal or vertical)	\$440.	\$396.

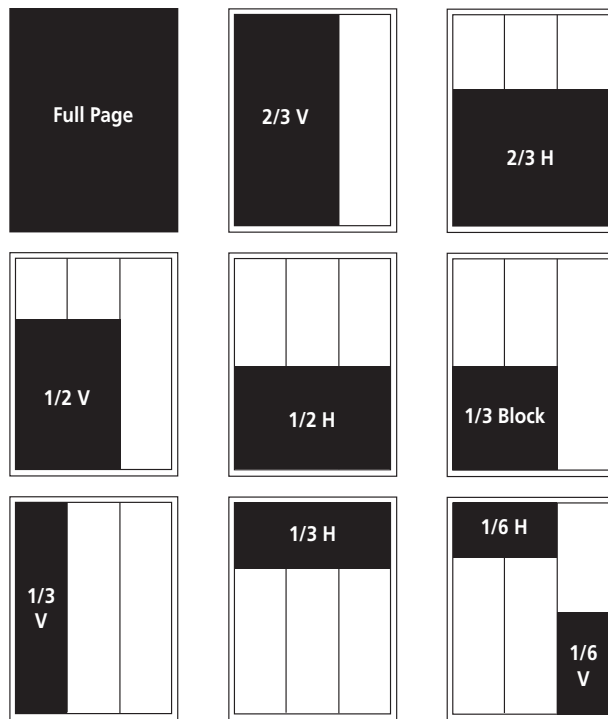
Ad Size	Width	Height
Full Page Trim Size* (Live area 7.25 x 9.5)	8.125	10.5
2/3 Vertical	4.5	9.5
2/3 Horizontal	7.0	6.25
1/2 Vertical	4.5	7.0
1/2 Horizontal	7.0	4.625
1/3 Block	4.5	4.625
1/3 Vertical	2.25	9.5
1/3 Horizontal	7.0	3.0
1/6 Vertical	2.25	4.625
1/6 Horizontal	4.5	2.25

*Mountain Discoveries' art department recommends that full page ads with bleeds keep text and images within the full page live area. Images and color areas that bleed should be at least 1/8 inch beyond the trim size on all four sides. Trim size plus bleed = 8.5 x 10.75.

Artwork for your ad is included at **no additional charge**, or you may supply an ad using the following specifications:

- Macintosh platform only.
- Preferred software: InDesign CS, Photoshop 5.5 or higher.
- Preferred Media: CD, with four-color hard copy proof. All images must be a minimum of 300 dpi and converted to CMYK. Ads must be set to correct dimensions, all fonts embedded, images linked and included (saved as EPS, TIFF or PDF).

By advertising in *Mountain Discoveries*, you will be LISTED on our web site free of charge, however, you may have your LOGO and LINK added for a one-time fee of \$60. Check box to choose this option.



2010 Special Advertising Size & Rate

(Rate is per issue, for the 2010 calendar year)

3.5" wide x 2.25" high
(this rectangle is shown actual size)

\$225.

Visit AAD-INC.'s New Website (aad-inc.com) as well as www.mountaindiscoveries.com

2010 Advertising Contract

By my signature, I am authorizing placement of advertising in *Mountain Discoveries*. I understand and agree that the premium position ads are on a first come, first serve basis and that my ad will be placed at the discretion of the designer. It is further agreed and understood that AAD-INC.'s liability for errors and omissions shall be limited to a partial or full refund of advertising costs, as may be appropriate. AAD-INC. reserves the right to reject any advertising based on content and quality of ad.

Authorized Signature _____

Name (please print) _____

Business Name _____ Phone _____

Mailing Address _____

Total Ad & Web Cost \$ _____ Frequency _____

Size _____ Check one: horizontal vertical block full page

premium _____

SPECIAL 2010 AD SIZE: (3.5" wide x 2.25" high)

Please return this contract by August 13, 2010 for space deadline. Art deadline is August 27, 2010

AAD-INC., 6 Commerce Drive, Cumberland, MD 21502 • 301-759-2707 Fax 301-759-2765 • **Make checks payable to AAD-INC.**