

chris@whipsmartgraphics.com
 301.712.8935 cell
 301.845.0051 office
 301.695.8006 fax



advertising specifications 2008

All advertising should be created in Photoshop, Illustrator or InDesign and must be saved in PDF format with fonts and graphics embedded. Submit ads via e-mail or on a cd via US post. Include a hardcopy proof with the cd.

US Post to: 1573 Tilco Drive, Suite 1, Frederick, MD 21704

Ad dimensions must match those specified on the Mtn. Lake Quarterly advertising rate card. No spot colors. All color must be CMYK and images must be 300 dpi.

Please label your advertisement with the name of your business and publication.

If the above advertising specifications are not followed, a \$50 charge will be issued for any ads that require correction by WhipSmart Graphics for the Mtn. Lake Quarterly publication.



<i>Ad Size</i>	<i>1 Issue</i>	<i>4 Issues</i>	<i>Dimensions</i>
Full	\$645	\$565	(w) 5.125 X (h) 8 no bleed
Half	\$465	\$400	(w) 5.125 X (h) 4 no bleed
Fourth	\$255	\$225	(w) 2.5 X (h) 4 no bleed
Eighth	\$110	\$100	(w) 2.5 X (h) 1.875 no bleed
Inside Front	\$825	\$775	(w) 5.75 X (h) 8.75 bleed AVAILABLE
Inside Back	\$825	\$775	(w) 5.75 X (h) 8.75 bleed AVAILABLE
Center Spread	\$1500	\$1500	AVAILABLE

Ad Deadlines & Featured Recreation Focus

Spring: March 3, 2008 - Whitewater Rafting

Summer: May 21, 2008 - Boating

Fall: August 4, 2008 - Spa

Winter: November 17, 2008 - Snowmobiling

Payment must be received prior to deadline of ad copy.