



Connecting People with Nature since 1920

# Trail Walker Ad Kit



# TRAIL WALKER

New York-New Jersey Trail Conference – Maintaining 1,666 Miles Of Foot Trails

## About Our Publication

The Trail Walker is a bi-monthly newsletter published by the New York-New Jersey Trail Conference, a federation of member clubs and individuals dedicated to providing recreational hiking opportunities in the region and representing the interests and concerns of the hiking community. Our circulation is approximately 10,000, almost all located in or near the New York Metropolitan area. The Trail Walker is also available as a free download on our website [www.nynjtc.org](http://www.nynjtc.org), which is visited by over 5,400 individuals per month.

### Deadlines:

- January/February Issue – November 15
- March/April Issue – January 15
- May/June Issue (Includes Special Annual Report Insert) – March 15
- July/August Issue – May 15
- September/October Issue – July 15
- November/December Issue – September 15

### Contract

**Complete and return signed contract along with include payment. Signature and submission constitutes agreement to listed policies.**

Name of Advertiser \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Title \_\_\_\_\_

**Ad Color Space:** 1 Color   2 Color   4 Color                      **Column Width:** 1   2   3   4 Column

**Ad Height (1 inch increments):** \_\_\_\_\_ **Number of Issues:** \_\_\_\_\_ **Starting Issue:** \_\_\_\_\_

\_\_\_ Payment enclosed (Take a 5% discount)  Check    Visa    MasterCard    AmEx  
Card # \_\_\_\_\_ Exp. \_\_\_\_\_

\_\_\_ Please bill us (Net 30 days)

Note: We cannot bill you "per issue" unless you pay the per issue price.

**Mail, fax or email to:** The Trail Walker, NY-NJ Trail Conference, 156 Ramapo Valley Road, Mahwah, NJ 07430. Fax: 201-512-9012 email: [office@nynjtc.org](mailto:office@nynjtc.org). Call 201-512-9348 if you have any questions.





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## Advertising Rate Sheet

Column Width		Number of Issues		
		1	3	6 (full year)
1 Color (Black)	1 Column (2.328 inches wide)	\$48 (\$48 per issue)	\$108 (\$36 per issue)	\$174 (\$29 per issue)
	2 Column (4.844 inches wide)	\$66 (\$66 per issue)	\$144 (\$48 per issue)	\$258 (\$43 per issue)
	3 Column (7.359 inches wide)	\$84 (\$84 per issue)	\$186 (\$62 per issue)	\$342 (\$57 per issue)
	4 Column (9.875 inches wide)	\$102 (\$102 per issue)	\$234 (\$78 per issue)	\$426 (\$71 per issue)
2 Color (Black and Green)	1 Column (2.328 inches wide)	\$62 (\$62 per issue)	\$140 (\$46.67 per issue)	\$226 (\$37.67 per issue)
	2 Column (4.844 inches wide)	\$86 (\$86 per issue)	\$187 (\$62.33 per issue)	\$335 (\$55.83 per issue)
	3 Column (7.359 inches wide)	\$109 (\$109 per issue)	\$242 (\$80.67 per issue)	\$445 (\$74.17 per issue)
	4 Column (9.875 inches wide)	\$133 (\$133 per issue)	\$304 (\$101.33 per issue)	\$554 (\$92.33 per issue)
Full Color (Four color process)	1 Column (2.328 inches wide)	\$72 (\$72 per issue)	\$162 (\$54 per issue)	\$261 (\$43.50 per issue)
	2 Column (4.844 inches wide)	\$99 (\$99 per issue)	\$216 (\$72 per issue)	\$387 (\$64.50 per issue)
	3 Column (7.359 inches wide)	\$126 (\$126 per issue)	\$279 (\$93 per issue)	\$513 (\$85.50 per issue)
	4 Column (9.875 inches wide)	\$153 (\$153 per issue)	\$351 (\$117 per issue)	\$639 (\$106.50 per issue)

Prices are per ad height inch



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## Digital Specifications & Press-Ready Ad Materials

Read the following information carefully. If digital ad files supplied deviate from the guidelines, we cannot guarantee accurate reproduction and additional fees may apply.

Trail Walker is created on a Mac platform.  
A hardcopy proof must be submitted with all ads (a color proof with color ads).  
Ads should follow size and color specs submitted on contract.

### Mode

CMYK or Greyscale. No RGB files. The conversion of any images submitted in RGB format into CMYK format may result in inferior color quality and additional fees.

### File Formats

Trail Walker fully supports the following file formats: PDF, EPS and TIFF (NOT Tiffit). Files must either be Mac QuarkXPress files with fonts and images all supplied as a compressed .sea archive file, or they must be cross-platform files such as .tif, .jpg, or compressed .eps files. Adobe Illustrator files are acceptable if art is not embedded and fonts are converted to outlines. Adobe Photoshop files are accepted if all layers are flattened and text rasterized to 600 dpi. Microsoft files are not accepted for ads.

### PDFs

Trail Walker prefers ads submitted in a PDF format. Embed all fonts and save as press ready or high resolution file (at least 300 dpi – dots per inch).

### Images

Photos should be processed at a resolution of no less than 300 dpi at 100% of desired printing size. Do not send low-resolution artwork or images (such as Internet graphics). They will appear fuzzy or pixelated when printed.

### Line-art (bitmapped logos or scanned text)

should be scanned at a resolution of 600–1200 dpi at 100% of desired printing size.

### Fonts

Use true fonts. Do not use the style menu to create bold and italic versions of fonts. If you use fonts in this manner, you waive your right to contest font usage.

### File Submission

Files under 5mb can be emailed to [tw@nynjtc.org](mailto:tw@nynjtc.org). Include contact information, ad color space, column height, ad height, number of issues and starting issue.

### Graphic Design Services

Ad creation and/or modification is available for a fee of \$50 per hour, billed in half-hour increments. Email [tw@nynjtc.org](mailto:tw@nynjtc.org) for more info.





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## Policies & Legal Information

All advertisements are subject to final approval by the Editor and the Executive Director. Trail Walker may reject any advertisement or photo that does not meet its standards of acceptance.

The deadline for ad submissions is listed on first page, one and a half months prior to publication. At the time an advertisement is published, the advertiser assumes the responsibility of meeting any and all billing requirements issued by Trail Walker.

Trail Walker reserves the right to increase advertising rates specified within this rate card at any time with at least thirty (30) days notice, with the understanding that if the new rates are unsatisfactory to the advertiser, he or she may cancel the contract at the effective date of the increase without a penalty.

The Advertiser and/or Advertising Agency agrees to assume responsibility and liability for the content of advertisements and to defend and indemnify Trail Walker or New York-New Jersey Trail Conference against any and all liability, loss, or expense arising from claims of libel, unfair competition, unfair trade practice, infringement of trademarks, trade names or patents, violations of rights of privacy and infringement of copyrights and proprietary rights resulting from the publication of the Advertiser's advertisement.

The right is reserved to insert the words "Paid Advertisement" above and/or below any copy that in any way resembles editorial content.

Trail Walker shall not be liable for slight changes or typographical errors that do not decrease the value of an advertisement. Nor will Trail Walker be liable for any other errors appearing in the advertisement unless corrected copy is received before the copy deadline with corrections plainly noted thereon. Liability, where there is any, is limited to the cost of the ad in question. Advertisers will be charged an additional \$30 for any check returned by the bank.

Advertisements canceled after the publication deadline will be charged in full. Display ad position requests will be taken into consideration but not guaranteed.

The Advertiser's submission of copy and/or images for inclusion in an advertisement shall constitute agreement to the above policies.

