

ADVERTISEMENT INFORMATION

AD SIZES AND PRICING:

1/12 page (1 column)	\$80.00
1/8 page (2 columns)	\$110.00
1/4 page (2 columns)	\$190.00

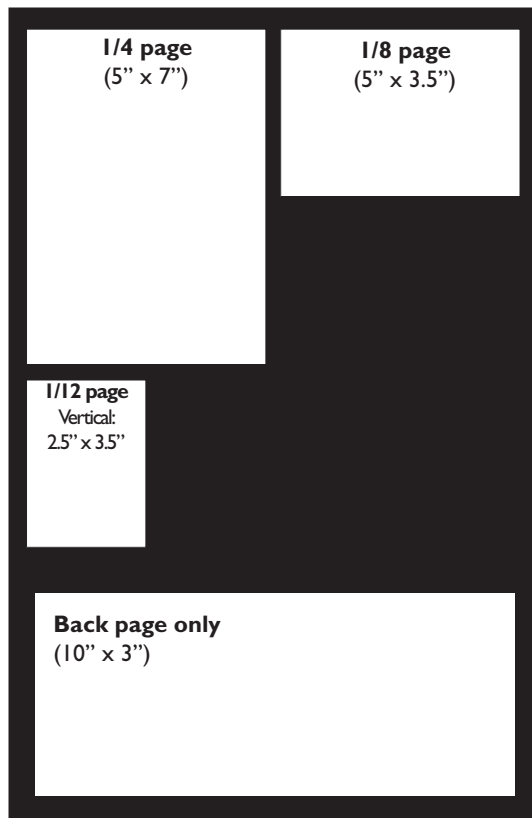
Special pages

Back page 3" x 10"	\$225.00
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Inserts

The Courier also accepts up to six single-sheet qualifying inserts each month. Inserts are due by the first of the month prior to publication. Please contact the editor for a copy of our insert policy.

Non-profit organizations.....	\$275.00
Commercial organizations	\$400.00



DEADLINE & POLICY

- ▶ Advertisement page selection and placement is on a space-available, first-come, first served basis.
- ▶ Artwork must be received by the first day of the month prior to publication.
- ▶ In general, we will not run advertisements/inserts that occur on conflicting dates with Cascade events. Please see our website for a list of events: www.cascade.org/EandR/
- ▶ **Cascade Bicycle Club reserves to right not to accept advertisements that we feel conflict with the mission and goals of our organization.**

CIRCULATION & DISTRIBUTION

The Cascade Courier is mailed directly to over 6,500 members each month, plus area bike shop managers and select government agency representatives.

Gender:

▶ 31% Female ▶ 69% Male

Age:

▶ 1% Under 15
 ▶ 22% Ages 25–40
 ▶ 35% Ages 40–50
 ▶ 41% Ages 50+

Income:

▶ 4% Under \$20,000
 ▶ 13% \$20–\$40,000
 ▶ 17% \$40–\$60,000
 ▶ 66% \$60,000+

MECHANICAL/ARTWORK REQUIREMENTS

- ▶ The Cascade Courier is printed in black, plus one spot color that changes monthly. If you wish to design your ad using the spot color, please contact the editor in advance to find out what color ink will be used for the month of your ad. If you wish to use the same ad over multiple months, you must provide a new version using the new spot color.
- ▶ Advertisement artwork must be submitted camera-ready.
- ▶ We accept native files produced in Photoshop 7.0, Illustrator and InDesign (CS version preferred).
- ▶ We can also accept grayscale PDF files set up for Press.
- ▶ EPS format at a resolution of 300 dpi is required for best reproduction quality.
- ▶ We **do not accept** Microsoft Word, Publisher, PowerPoint, Quark or Corel Draw files
- ▶ Files should be set up using grayscale color mode. **No RGB or CMYK.**
- ▶ Avoid using JPEGs and GIFs due to poor reproduction quality.
- ▶ Files must contain **no embedded fonts**. Use paths instead.
- ▶ Photography should be at least 200 dpi (300 dpi preferred), grayscale images only.
- ▶ Files must be submitted at 100% of their final printed size.
- ▶ When designing your ad, keep in mind that it will be printed on newsprint, which has a 20% dotgain in the midtone range.
- ▶ Files may be sent to the Editor via email at the above address or they may be sent on a CD, formatted for PC. We are unable to use Macintosh-formatted disks of any kind.
- ▶ **Important note:** All advertisements for bicycle events must require helmets. We suggest the following language: "Helmets approved by CPSC, SNELL, ASTM or SNSI are required for this event."
- ▶ If the above requests are not met and additional work is required by Cascade Courier Staff, a fee of \$40/hour will be charged in order to prepare your advertisement.