

**ADVERTISEMENT INFORMATION**

**AD SIZES AND PRICING:**

1/16 page (1 column)..... \$125.00  
 1/8 page (2 columns) ..... \$175.00  
 1/4 page (2 columns) ..... \$300.00

**Special pages**

Back page 3" x 10" ..... \$350.00

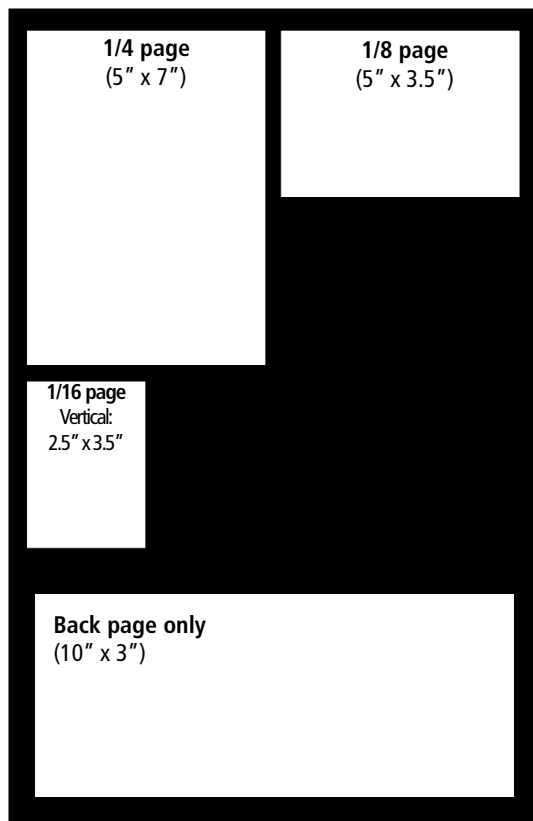
**Inserts**

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..... \$375.00

Commercial organizations ..... \$525.00

\*\$50 surcharge for folded inserts (trifold, bifold, etc.)



**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/](http://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 10,000+ members each month, plus area bike shop managers, Group Health Cooperative waiting rooms and select government agency representatives.

**Age:**

- ▶ 5% Under 18
- ▶ 3% Ages 18–24
- ▶ 10% Ages 25–34
- ▶ 20% Ages 35–44
- ▶ 32% Ages 45–54
- ▶ 20% Ages 55–64
- ▶ 10% Ages 65+

**Gender:**

- ▶ 35% Female ▶ 65% Male

**Income:**

- ▶ 21% \$150,000+
- ▶ 28% \$100–\$150,000
- ▶ 20% \$75–\$100,000
- ▶ 20% \$50–\$75,000
- ▶ 11% <\$50,000

**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 prefer grayscale EPS files or PDF files set up for Press quality output.
- ▶ 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.** Convert all fonts to paths/outlines.
- ▶ 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 via email at the above address.
- ▶ **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 \$50/hour will be charged in order to prepare your advertisement.

Prices effective as of October 2008.