



# SKI

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SKI covers the entire mountain lifestyle among skiers and general winter travelers: the people, places, gear and trends that help readers better enjoy the unique experiences found in the mountains and on the slopes.



## Snapshot

Rate Base.....	450,000
Print Frequency.....	6x/year
Established.....	1936
Subscribers.....	98%

## Readership

Audience.....	1,496,000
Male/Female.....	68% / 32%
Married.....	55%
Children.....	36%
Any College.....	80%
College Graduate+.....	53%
Employed.....	84%
Professional/Managerial.....	46%

## Age

Median Age.....	41
18-34.....	41%
35-54.....	37%

## Affluence

Median HHI.....	\$91,436
\$75,000+.....	62%
\$100,000+.....	44%

## Home Value

Median.....	\$309,555
\$300,000+.....	38%

Please Note: Digital subscriptions are currently fulfilled by Zinio through a replica product; Your ad will appear in this product.

Source: June 30, 2011 ABC Statement; MRI Doublebase 2011

SKI delivers an affluent, educated and exhilarated audience driven by their passion for THE SPORT AND LIFESTYLE.

## Sophisticated

- 88% agree that when they find a brand they like, they stick to it
- 79% say traveling to foreign places is a great way for them to learn about other cultures
- 75% prefer traveling to places they have never been
- 68% agree that they are typically willing to pay more for high-quality items

## Influential

- 75% recommend product/service to family members; 70% recommend product/service to friends
- 75% agree when they find a VEHICLE that they like, they typically recommend it to people they know
- 75% agree when they learn about a GREAT VACATION, they typically recommend it to people they know
- 70% agree when they find a FOOD PRODUCT they like, they typically recommend it to people they know

## Tech-Savvy

- 79% look forward to technology advances in new vehicles
- 70% agree tech makes their life more organized
- 66% agree they are fascinated by new technology
- 66% agree they are willing to pay more for top quality electronics

## Passionate

- 80% like doing things that are new and different
- 75% like a lot of variety in their lives
- 67% often crave excitement
- 66% say that “life should be as much fun as possible”

Source: MRI 2011 Doublebase



**GREG DITRINCO**, EDITORIAL DIRECTOR, grew up in western New York, graduated from Middlebury College in Vermont and then moved to Sun Valley, Idaho, where he lived the mountain life as a part-time writer, waiter and ranch-hand, and full-time ski bum. He returned East, working as a staff reporter for a number of newspapers in New England before attending business and journalism graduate schools at Boston University. Ditrinco quickly headed back to the mountains, moving to Aspen, Colo., where he was the editor of the Aspen Daily News, later joining the New York Times Magazine Group as a senior editor at Snow Country Magazine in Connecticut. He joined SKI Magazine in 1996, when it was based in New York, and moved back to Colorado when SKI relocated from Manhattan to the Boulder foothills. Ditrinco lives in Boulder with his wife and two young children—who are both learning how to ski from instructors, not their father.

**JOE CUTTS**, DEPUTY EDITOR, has been an avid skier since childhood and a journalist since graduating from the University of Vermont. He started out as a sports writer and editor at a Seacoast New Hampshire daily, then worked as an editor at the Burlington Free Press for eight years before making the transition to ski writing. He's been running SKI's equipment tests for a decade. His freelance work has appeared in the New York Times and Esquire Magazine, among others, and he co-authored a Vermont travel book, "Country Roads of Vermont." Cutts has twin girls in high school—both all-state ski racers—and he's an enthusiastic fund-raiser, snowmaker, lift operator and board member for Cochran's Ski Area in Richmond, Vt., a small non-profit ski area specializing in teaching Vermont kids to ski and race. In summer, he spends as much time as he can on an island off the coast of Maine, fishing for stripers and battling entropy at the old family farm.

**KIMBERLY BEEKMAN**, MANAGING EDITOR, a Colorado native, grew up on the slopes of Mary Jane, chasing her older brother and his pack of friends down slopes like Derailor and Railbender. She raced for two years during high school on the East Coast, where she learned what an edge was—and learned that she preferred the dry powder and expansive resorts of her home state, to which she returned for college. Immediately upon graduation, she moved to Jackson Hole, where she started copy editing and writing for the local newspaper, *The Jackson Hole Guide*. Four years later, she moved back to Denver to work at a regional shelter publication, *Colorado Homes & Lifestyles*. After sweating through the ranks there, she landed at SKI, where she now manages deadlines, helps run the equipment tests and encourages the staff to call in sick on powder days.



Authentic writing, striking photography and extraordinary perspective excite and reward SKI readers with the information they need to enjoy the unique experiences found in the mountains, on the slopes, and at après.

**Fresh »**  
The news, views and trends that define mountain culture

**Go »**  
Inspirational advice on where to go, why to go and what to do there

**Essentials »**  
From fashion to fitness, everything skiers need to gear up, ski strong and ski smart

**Last Chair »**  
Narrative dedicated to individuals influencing the sport of skiing

### Fresh.

**You ask. We tell.**

**Backlist pull!** When selecting a resort for a family ski vacation, what matters most to you?

18%	15%	7%	52%	6%
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**What's Hot!** **Backlist Pull!** **Backlist Pull!**

181 | SKI Magazine | November 2011

### Essentials.

**The Cold War**

**YOU DON'T HAVE TO BUY A TRUCK OR SUV TO BE KING OF THE HILL. NEW AUTO TECHNOLOGY TAKES YOU BY THE REINS.**

181 | SKI Magazine | November 2011

### Essentials.

**Lighten Up**

do good >

181 | SKI Magazine | November 2011

### Fresh. (focus)

181 | SKI Magazine | November 2011

### Go. (après)

**How 'Bout Them Apples?**

181 | SKI Magazine | November 2011

### Essentials. (health)

**Tea Party**

**DRINK IT DOWN**

**SOAK IT IN**

**LATHER IT UP**

181 | SKI Magazine | November 2011

### Go. (eat)

**Close to Home**

181 | SKI Magazine | November 2011

### Essentials. (style)

**Boot Up**

tip >

181 | SKI Magazine | November 2011

### Essentials.

**Bertrand Krafft**

181 | SKI Magazine | November 2011

## Brand Extensions »

### Signature Events

- Buyers Guide Retail Events
- People's Ski Test and Super Demo
- Resort Awards Gala
- Savor the Slopes

### Partnerships

- Deer Valley Celebrity Skifest
- NASTAR
- Professional Ski Instructors of America
- SKI Magazine Dream Home
- SKI Mountain Travel Advisory Board (Virtuoso)
- Snowsports Industries America
- U.S. Ski Team
- Weldon Owen Book Publishing

### In-Book Programs

- Co-op Special Sections
- Custom Advertorials
- High Impact Capabilities
- Promotion Page
- Season Pass Promotion Page
- SKI Holiday Gift Guide
- SKI Market

### Reader Engagement

- Custom Research Studies
- Targeted Mailings via Bonnier Database

### Social Media

- Facebook: 20,000+
- Twitter Followers: 10,000+

### SkiMag.com

- Brand Channels
- Contests/Sweepstakes
- Custom Content
- Custom Rich Media Units
- Easy Guides: Gear, Travel & More
- Eblasts/Custom Creative
- Enewsletters
- GeoTargeted Ad Units
- Photo Gallery Sponsorships
- Snow Report Sponsorship
- Video / Video Blasts
- What's Hot at SKI



## 2012/2013 National Advertising Rates

Frequency ..... 6x

Effective Issue Date ..... September 2012

Ratebase ..... 450,000

## Display Rates

	SIZE	1X	3X	6X
4-color »	Spread	\$97,255	\$92,395	\$87,535
	Full Page	\$51,190	\$48,630	\$46,070
	2/3 Page	\$40,970	\$38,925	\$36,875
	1/2 Page	\$31,995	\$30,395	\$28,795
	1/3 Page	\$24,715	\$23,485	\$22,245
Covers »	2nd Cover	\$61,425	\$58,355	\$55,285
	3rd Cover	\$56,305	\$53,490	\$50,680
	4th Cover	\$66,545	\$63,215	\$59,890

Bleed: Add 10%

Mechanical Charges: Key numbers, halftones, camera work, and/or stripping will be billed to advertiser.

Pre-Printed Inserts: Consult advertising representative.

Terms: Net 30 days; no cash discounts.

Commissions: Recognized advertising agencies may take 15% of gross billing space, color, and special position, provided account is paid within 30 days of invoice date. No commission is allowed on artwork, reprints, or mechanical charges.

All rates subject to change. Last updated 10/11.



## Contact:

Chris Phillips

Publisher

chris.phillips@bonniercorp.com

303-253-6417

## 2012/13 Edit Calendar & Close Dates

ISSUE DATE	EDITORIAL HIGHLIGHT	AD CLOSE DATE	MATERIAL DUE DATE	ON SALE DATE
SEPTEMBER	Annual Buyers Guide	07/27/12	08/02/12	09/25/12
OCTOBER	Annual Resorts Guide	08/17/12	08/23/12	10/16/12
NOVEMBER	Skiing's Best-Kept Secrets	09/07/12	09/23/12	11/6/12
DECEMBER	The Only Ski Clinic You'll Need this Winter	09/28/12	10/04/12	11/27/12
HOLIDAY	The Ultimate Powder Guide	10/19/12	10/25/12	12/18/12
WINTER	What's Next	11/09/12	11/15/12	01/08/13

## Units & Sizing

1/2 Horizontal Non-Bleed	7" x 5"
1/2 Horizontal Trim	7.875" x 5.125"
1/3 Trim Size	2.625" x 10.5"
2/3 Trim Size	5.0" x 10.5"
Full Page Trim Size	7.875" x 10.5"
Full Page Bleed Size	8.125" x 10.75"
Spread Trim Size	15.75" x 10.5"
Spread Bleed Size	16.0" x 10.75"
Spread Gutter Safety	1/4" Per Page

## Mechanical Specs

**MAGAZINE TRIM SIZE:** 7.875" x 10.5"

**MECHANICAL REQUIREMENTS:** Perfect Bound, Offset Printing, Jog to Foot—.125" Trim

**MAXIMUM DENSITY ACCEPTED:** 300%

**LINE SCREEN:** 133

**R.O.B. UNITS—SAFETY:** live matter should be kept .25" from trim size

**R.O.B. UNITS—TRIM:** .125" all around

**MATERIAL SPECIFICATIONS:** SWOP standards apply.

**FILE FORMATS ACCEPTED:** PDFX1A format is the preferred file format for file submission. When preparing PDFX1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see below for guidelines. Please call Kristin Dann at 760.707.1953 or email [kristin.dann@bonniercorp.com](mailto:kristin.dann@bonniercorp.com) if you have any other questions regarding material.

**CREATIVE PICK UPS:** Pick ups must be accompanied by a low res proof and issue/page number in which creative previously ran.

**WE DO NOT ACCEPT APPLICATION FILES.**

**MEDIA:** The following are acceptable -- Mac formatted CD-ROM, DVD. Please label all media with issue date, agency name, contact name and phone number, advertiser, ad number, vendor name and contact. If you would like media returned, please include a return address.

**PROOFING:** NO LASER PROOFS -- We require one digital proof (i.e. Epson) generated from the digital file. All proofs must bear standard offset color bars/exposure scales and should be proofed to SWOP specifications.

**GENERAL GUIDELINES:** Supply required screen ruling and dot shape and angle. Build pages to trim size and extend bleed beyond page edge. All elements must be placed at 100% of size. Use stylized fonts. Do not apply style attributes to basic fonts.

**DO NOT USE TRUETYPE OR MULTIPLE MASTER FONTS.**

Include all printer and screen fonts, images/scans, logos/artwork.

Do not nest EPS files in other EPS files.

Pantone colors must be in CMYK mode. If you are planning on using a PMS, please contact Kristin Dann at 760.707.1953 or [kristin.dann@bonniercorp.com](mailto:kristin.dann@bonniercorp.com).

All images/scans must be in CMYK mode.

Font information should include manufacturer, font name and version.

Four color solids should not exceed SWOP density of 300%.

Supply one composite LW and CT file per page.

Supply single pages on full page ads; on spread units, supply one continuous image file.

Black text should be merged with the LW file.

Supply hard copy proofs that match each supplied digital file.

Proofs must be provided at 100% of size.

133 Line Screen required. Density should not exceed 300%.

Rotation of Color: yellow, magenta, cyan, black.

If you have any additional questions, contact Kristin Dann at 760.707.1953 or [kristin.dann@bonniercorp.com](mailto:kristin.dann@bonniercorp.com).

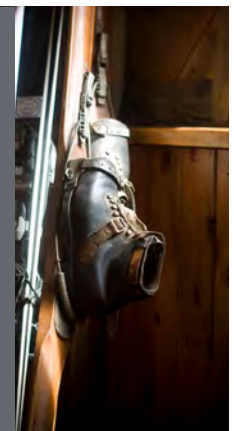
### SHIPPING INSTRUCTIONS:

Send ad materials to:

**SKI Magazine**  
 Kristin Dann  
 Production Department  
 2052 Corte Del Nogal, Suite 100  
 Carlsbad, CA 92011  
 760.707.1953

Please upload your file to:  
<http://adportal.bonniercorp.com/>

*Include magazine name and issue date.*



**SKIMAG.COM** is the ultimate resource for passionate travel enthusiasts looking for the latest news on ski destinations and resorts, instruction, and the mountain lifestyle. A combination of original editorial, inspiring photo galleries, and must-read blog entries engage users throughout the year. SkiMag.com editors write about the most exciting vacation destinations from around the globe, reporting from the slopes of Portillo, Chile to Tahoe City and British Columbia's ice-wine country.

Whether it's a customized weather report, exclusive travel story, hotel hot list, or gear spotlight, SkiMag.com provides the tools skiers need for this winter season.

## SKIMAG.COM VISITOR

Male/female.....	68%/29%
Average age.....	49
Average HHI.....	\$143,000
College graduates.....	80%

\*Source: 2011 Skimag.com Consumer Profile Study, Walker Communications

## SKIMAG.COM TRAFFIC

Average monthly page views.....	1,063,085
Monthly unique visitors.....	164,627
Average time spent per visitor.....	7 min
eNewsletter subscribers.....	114,408
Custom email subscribers.....	172,653

\*Source: Omniture Adobe Online Marketing Suite December 2011

\*Updated Jan 2012

The screenshot displays the SkiMag.com website interface. At the top, there's a navigation bar with categories like GEAR, RESORTS, INSTRUCTION, FITNESS, and STUFF WE LIKE. Below this, the main content area features several sections: 'EASY GUIDES' with links to resort guides and local secrets; 'TOP TEN' listing recent gear videos and best resorts; 'WHAT'S HOT AT SKI' with articles on booking lessons and ski reports; 'MOST POPULAR SKI TOPICS' including 2011's new gear and ski resorts; 'Ski Highlights: Deer Valley' with snowmaking information; 'Fitness and Nutrition' tips; 'Tips for Travelling' and 'Family' sections. On the right side, there's a 'SIGN-UP FOR OUR NEWSLETTERS' form, 'SNOW REPORTS' for Colorado, and 'MOST POPULAR CONTENT' featuring articles like 'Kids Only: First-Step Ski Slopes' and 'Ten Snowiest Resorts'. At the bottom, there's a 'JOIN THE CONVERSATION' section with Facebook activity and a 'FROM OUR SISTER SITES' section featuring links to skiing.com, nastara.com, and warrenmiller.com.

## 2012/2013 EDITORIAL CALENDAR

### JUNE 2012

Teva Mountain Games /// Aspen Food & Wine Festival /// Telluride Bluegrass & Summer Music Festivals /// Whistler Glacier Skiing /// How To Get Started Mountain Biking /// Best Golf at Ski Resorts /// Summer Endurance Training Tips /// Endurance Races for Skiers /// Summer Gear Gallery /// Where Can You Still Ski

### JULY 2012

Fourth of July in Ski Country Gallery /// Ski Town Chefs' BBQ Recipes /// Ski Fitness Video Series /// Summer Concerts in Ski Country /// Best Summer Road Trips Interactive /// Ski Town Swimming Holes /// Five Gear Must-Haves: Road Cycling /// Best Trail Running Shoes

### AUGUST 2012

August Events in Ski Country /// Ski Movie Trailers Series /// Behind the Scenes with Warren Miller /// Gear Guide Preview /// Classic Ski Covers /// Family Resort Vacations /// Best Summer Road Trips Roundup /// Aspen BBQ Festival /// Food & Wine Festivals /// South America Skiing

### SEPTEMBER 2012

Next Year's Skis Gallery /// Oktoberfests in Ski Country /// Off Season Weekend Trips /// Pray for Snow Festivals Roundup /// Anatomy of a Ski /// Six-Week Fitness Athlete Video /// Fitness Product Reviews

### OCTOBER 2012

Do It Yourself Ski Tuning /// Opening Day Preview /// US Ski Team Training in Copper Mountain /// Winter Resort Upgrades /// Six-Week Fitness Video Series /// The Best Resort for You /// Best Leaf Peeping Trips

### NOVEMBER 2012

Ski Regrets: Old Ski Magazine Photos /// Ski Regrets: UGC Ski Photos /// Ski Resort Openings /// Thanksgiving Dinners /// Winternational World Cup in Aspen /// Holiday Gift Guide /// Ski Demo Tips /// Coolest Hard Shells

### DECEMBER 2012

Where to Ski This Weekend /// Stocking Stuffers for Ski Lovers /// Birds of Prey World Cup—Beaver Creek /// New Year's Celebrations in Ski Country /// Christmas Dinner Ski Town Roundup /// Holiday Destinations and Events /// Best Photos of the Year /// How to Hunt for Powder

### JANUARY 2013

Hot Beverage Recipes for Cold Days /// Warmest Jackets of 2011 /// Mid-Season Gear Review /// Romantic Ski Destinations /// SIA

### FEBRUARY 2013

On the Ground at SIA /// World Cup Coverage /// Up and Coming US Skiers /// Gadget Reviews /// Powder Resort Roundup /// Healthiest Café Meals

### MARCH 2013

Spring Skiing Gallery /// Behind the Scenes: SKI Test /// World Cup Coverage /// Dream Trips /// Kids Spring Break Coverage /// Mardi Gras Parties /// Best New Restaurants /// NASTAR Finals



HOMEPAGE

The screenshot shows the SkiMag.com homepage layout. At the top is the navigation bar with the 'SKI' logo, 'MAG.COM', and links for 'Winters', 'Sign-In or Register', and social media icons. Below the navigation are sections for 'EASY GUIDES', 'TOP TEN', 'WHAT'S HOT AT SKI', 'MOST POPULAR SKI TOPICS', '2011's New Gear', 'Ski Resorts', 'Fitness and Nutrition', 'Tips for Travelling', and 'Family'. A 'SNOW REPORTS' section is also visible, showing details for Colorado. At the bottom, there is a 'FROM OUR SISTER SITES' section featuring 'skiing', 'NASTAR', and 'WARREN MILLER'.

LEADERBOARD  
728 x 90

MEDIUM RECTANGLE  
300 x 250

SPONSORED LINKS  
Sponsor logos link to brand specific channels with a similar look and feel to editorial

SNOW REPORT  
Featuring conditions, deals, articles, and weather from resorts around the country

MEDIUM RECTANGLE  
300 x 250

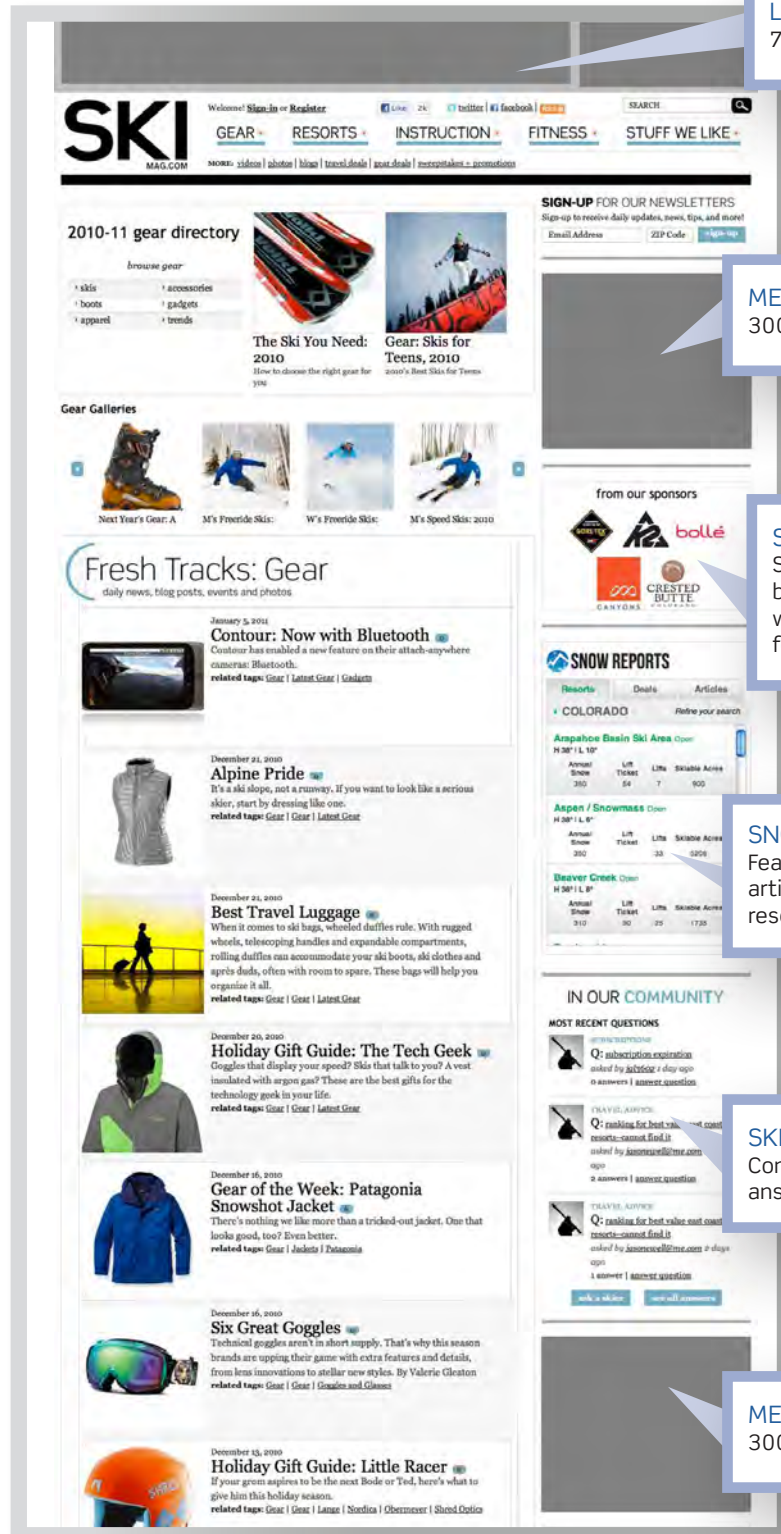
LEADERBOARD  
728 x 90

There are many custom advertising opportunities available. Please visit [SkiMag.com](http://SkiMag.com) for more details.

## CHANNEL LANDING PAGES

SKIMAG.COM CHANNELS INCLUDE:

- ▶ GEAR
- ▶ RESORTS
- ▶ INSTRUCTION
- ▶ FITNESS
- ▶ MOUNTAIN LIFE



LEADERBOARD  
728 x 90

MEDIUM RECTANGLE  
300 x 250

SPONSORED LINKS  
Sponsor logos link to brand specific channels with a similar look and feel to editorial

SNOW REPORT  
Featuring conditions, deals, articles, and weather from resorts around the country

SKIER-TO-SKIER Q&A  
Community question and answer functionality

MEDIUM RECTANGLE  
300 x 250

## SKIMAG.COM ENEWSLETTER

### FIRST TRACKS:

First Tracks showcases what's hot on SkiMag.com. From top gear trends to the finest resort lodges and events, this eNewsletter keeps users in the know. Distributed to 114,408+ opt-in subscribers, sponsors have the opportunity to integrate through 728x90 and 300x250 placements.

The screenshot shows an email newsletter layout. At the top, there is a header with the text "Where to Ski This Weekend" and a link "View this email online | Add email.skiingmag.com to your safe". Below this is a large grey rectangular area labeled "LEADERBOARD 728 x 90".

The main content area features the "SKI MAG.COM" logo on the left and a "SUBSCRIBE" section on the right. The "SUBSCRIBE" section includes the text "7 issues for \$10 Save 71%" and three links: "subscribe", "renew", and "customer service".

The main content area is divided into two columns. The left column contains three articles:
 

- "Where to Ski this Weekend" with a photo of a skier and a "Full Story" link.
- "Lindsey Vonn wins Lake Louise Super G" with a photo of Lindsey Vonn and a "Full Story" link.
- "Holiday Gift Guide" with a photo of a purple helmet and a "Full Story" link.

The right column contains an "ADVERTISEMENT" placeholder, which is a large grey rectangle labeled "MEDIUM RECTANGLE 300 x 250". Below the placeholder are social media links for "Join us on FACEBOOK" and "Follow us on TWITTER".

At the bottom of the newsletter, there is a footer with the text "This email was sent to page.lester@bonniercorp.com" and a row of links: "Share with friends", "Update your profile", "Unsubscribe", and "Read our Privacy Policy". Below these links is the copyright information: "Copyright © Bonnier Corporation, 460 N. Orlando Ave., Suite 200, Winter Park, FL 32789".

## EMAIL OPPORTUNITIES

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### CUSTOM EMAILS

Working exclusively for your brand, SkiMag.com can custom create a dedicated email with 100% SOV. These custom email blasts are distributed to 172,653+ opt-in subscribers.

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**DISCOVER THE BEST SKI PACKAGES STARTING AT CA \$64**

**GET ON THE SLOPES** ▶

Discover Québec, a world-class destination with european charm and new-world amenities!

Visit [bonjourquebec.com/ski](http://bonjourquebec.com/ski) and find the best offers and plan your skitrip at Tremblant, Mont-Sainte-Anne, Mont Saint-Sauveur, Stoneham, Sutton, Orford, Le Massif, Owls Head, Bromont, Mont Grand-Fonds and Mont Blanc.

PROVIDING EMOTIONS SINCE 1534

[bonjourquebec.com/ski](http://bonjourquebec.com/ski) Québec

## 2012/2013 ONLINE ADVERTISING SPECS

### WEBSITE DIGITAL REQUIREMENTS

LEADERBOARD.....	728X90 PIXELS	40KB MAX	JPG,GIF, SWF, HTML
MEDIUM RECTANGLE.....	300X250 PIXELS	40KB MAX	JPG, GIF, SWF, HTML
SKYSCRAPER.....	160X600 PIXELS	40KB MAX	JPG, GIF, SWF, HTML
ENEWSLETTER BANNER.....	300X250 PIXELS	40KB MAX	JPG, GIF
ENEWSLETTER BANNER.....	728X90 PIXELS	40KB MAX	JPG, GIF

*There is a 48-hour turn around time once all creatives are submitted to Online Advertising Operations. Doubleclick is used to serve all SkiMag.com advertisements.*

### TERMS & CONDITIONS

- In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
- All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an ad or for errors in key number or advertisers index.
- Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
- Cancellation or changes in orders may not be made by the Advertiser or its Agency after closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
- Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
- No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
- Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasigovernment entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
- Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published.
- All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and or testimonials of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation, or rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
- All ads run on a prepay basis until credit is approved.

**CONTACT:**

**Chris Phillips** Publisher  
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 303-253-6417