

THE WEST'S BEST

WWW.THEWESTSBEST.COM

Presents National Geographic Traveler "The World's Most Widely Read Travel Magazine"

In every issue, Traveler takes 5.7 million readers on thrilling journeys to the world's "must-see" destinations. The flagship travel magazine of the National Geographic Society, Traveler provides practical information from an insider's point-of-view, combined with the Society's storied expertise and award-winning photography, to inspire culturally aware readers to travel wisely and well.

THE WEST'S BEST

Special Sections

Western States Circ: 130,000

CA, WA, OR +
AZ or Canadian subscribers

Readers: 1.04 million+

2006 Insertions:

- **January / February**
- **March**
- **April**
- **May / June**
- **July/August**
- **September**
- **October**
- **November/December**

** Editorial Features to be determined, and are always subject to change without notice.*

For More Information, Please Contact:

Shawn Fisher
(800) 799-7373
shawnf@certifiedfolder.com

Space closes on a "first come, first served" basis, and cannot be cancelled after the materials deadline.

For Materials deadlines and more details, please see the Materials Specifications and Schedule on the back.

For additional sections, please see the Media Planning Guide, or ask your sales representative.

THE WEST'S BEST 2006 Rates (NET):

1/4 page (4-color): \$ 3,215

1/2 page (4-color): \$ 5,985

Full page (4-color): \$ 11,915

THE WEST'S BEST Rates include:

Section Listing(s) on NATIONAL Reader Service Page ➤ **5.7 Million Readers**

Section Website Exposure / Link(s) via NationalGeographic.com

Production of formatted ads

UPGRADE Listing / Link on VisitorTips.com

Listing / Link on TheWestsBest.com

Compare to National 4-Color Ad Rates (Jan. 2005):

1/6 page (4-color): \$15,560 • 1/3 page (4-color): \$23,205

1/2 page (4-color): \$33,415 • Full page (4-color): \$58,315

National Demographics and Circulation*

- Median Household Income (MMR): **\$114,212**
- Median Age: **44.3**
- Male: **54%**
- Female: **46%**
- Took 3+ domestic trips last year (MRI 2003): **19.3%**
- National Circulation / Rate Base: **725,000**

*Based on MRI Spring 2004 except where noted above.



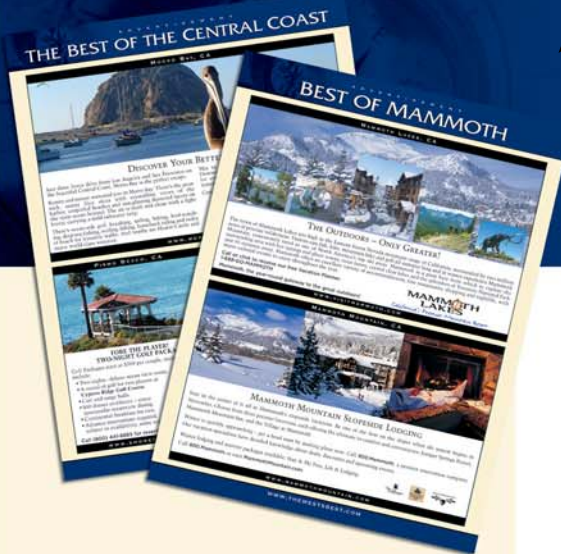
1120 Joshua Way, Vista, CA 92081 • (760) 727-5100 Fax (760) 727-9783 • (800) 799-7373

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THE WEST'S BEST

MATERIALS SPECIFICATIONS



THE WEST'S BEST

Special Sections

Material Deadlines*

- ▶ **January/February**
..... October 20, 2005
- ▶ **March**
..... December 6, 2005
- ▶ **April**
..... January 11, 2006
- ▶ **May/June**
..... February 8, 2006
- ▶ **July/August**
..... April 18, 2006
- ▶ **September**
..... June 14, 2006
- ▶ **October**
..... July 20, 2006
- ▶ **November/December**
..... August 9, 2006

Delivery Instructions

Email to shawnf@certifiedfolder.com,
OR send on Macintosh-formatted CD
to Attn. Shawn Fisher at:



1120 Joshua Way • Vista, CA 92081
(760) 727-5100

For More Information, Please Contact:

Shawn Fisher

shawnf@certifiedfolder.com

1-800-799-7373

Client must supply **photo, logo and copy** for each ad. Ads are formatted by the publisher, and produced on a Macintosh computer using Quark Express (4.1 or greater), Adobe Photoshop (5.0 or greater) and Illustrator (8.01 or greater). Certified Custom Publishing formats all ads *except full-page ads*, in order to retain consistency in our sections.

▶ **Full-Page Ad Size (Trim Size):** 8" (w) x 10.5" (h) – Call For Details

Formatted Ads: Photo Specifications

Please use high-resolution images (300 dpi or higher).

- ▶ **Image Sizes:** (sizes are approximate)
 - ▶ **Quarter-Page Photo:** 3.75" (w) x 2.5" (h)
 - ▶ **Half-Page Photo:** 7.25" (w) x 2.75" (h)
- ▶ **Formats:** TIFF or EPS. 300 dpi at size. JPG ok, but must be 300 dpi at size. All images will be converted to CMYK via Photoshop if supplied in RGB. If electronic files are unavailable, we can also accept color slides, transparencies or positives, but please allow an extra 1-2 days for processing.

Formatted Ads: Logo Specifications

Vector File (Illustrator or Freehand) PREFERRED. Hi-Res CMYK or B&W
TIFF or EPS acceptable.

Formatted Ads: Copy Specifications

Include phone number, website, property location (city/state). Maximum 30 words for 1/6-page, 70 words for 1/4-page, 120 words per 1/2-page. Email, ship on CD, or fax legible copy to: (760) 727-9783.

Proofing Contact

Be sure to indicate on the ad agreement the name, phone number & email address of the person who should receive the proof to approve within 48 hours. Proofs not returned to us within 48 hours are deemed "approved as presented."

***Certified Custom Publishing reserves the right to create ad materials for contracted space if materials are not received by the due date shown above.**



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