

# MOUNTAIN DISCOVERIES MAGAZINE

*Mountain Discoveries* magazine is a free, full size, full color magazine published twice yearly (Spring/Summer and Fall/Winter). It is solely supported by its advertisers. Its purpose is for entertainment and to provide visitors with information in getting to know the region of Western Maryland, Pennsylvania, West Virginia and Virginia.

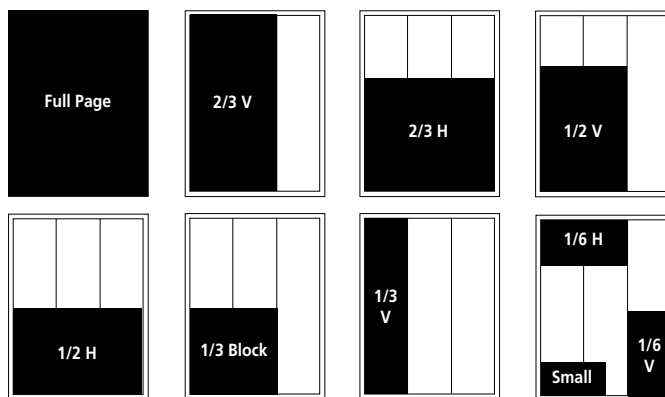
## 2017 Advertising Rates / Sizes / Contract

(ALL RATES ARE PER ISSUE)

Premium Positions	1X	2X	Standard Positions	1X	2X
Back Cover	\$2950.		Full Page	\$1810.	\$1634.
Inside Front Cover	\$2600.	\$2345.	2/3 Page (horizontal or vertical)	\$1370.	\$1238.
Inside Back Cover	\$2600.	\$2345.	1/2 Page (horizontal or vertical)	\$1100.	\$ 995.
			1/3 Page (block or vertical)	\$ 770.	\$ 698.
			1/6 Page (horizontal or vertical)	\$ 440.	\$ 396.
			Small Ad	\$ 225.	

ARTWORK FOR YOUR AD  
IS INCLUDED AT NO ADDITIONAL CHARGE!

AD SIZE	WIDTH x HEIGHT
Full Page ( <i>Bleed: 8.375" x 10.75"</i> ) – Trim = 8.125" x 10.5"	
2/3 Vertical	4.5" x 9.5"
2/3 Horizontal	7.0" x 6.25"
1/2 Vertical	4.5" x 7.0"
1/2 Horizontal	7.0" x 4.625"
1/3 Block	4.5" x 4.625"
1/3 Vertical	2.25" x 9.5"
1/6 Vertical	2.25" x 4.625"
1/6 Horizontal	4.5" x 2.25"
Small	3.5" x 2.25"



Artwork for your ad is included at **no additional charge**, or you may supply an ad using the following specifications:

- Macintosh platform.
- Preferred software: InDesign CS, Photoshop 5.5 or higher.
- Preferred Media: CD, with four-color hard copy proof. All images must be a minimum of 300 dpi, converted to CMYK and saved as EPS, TIFF or PDF. Ads must be set to correct dimensions, all fonts embedded.

[www.mountaindiscoveries.com](http://www.mountaindiscoveries.com)

By advertising in *Mountain Discoveries*, you will be LISTED on our web site free of charge, however, you may have your LOGO and LINK added for a one-time fee of \$60. Check box to choose this option.

By my signature, I am authorizing placement of advertising in *Mountain Discoveries* magazine. I understand and agree that AAD-INC.'s liability for errors and omissions shall be limited to a partial or full refund of advertising costs, as may be appropriate. AAD-INC. reserves the right to reject any advertising based on content and quality of ad.

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

Name (please print) \_\_\_\_\_

Business Name \_\_\_\_\_ Phone \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email Address \_\_\_\_\_

Ad Size \_\_\_\_\_ Check one:  horizontal  vertical  block  small  
 Premium \_\_\_\_\_

**Please return this bottom portion by August 16, 2017 for space deadline. Art deadline is August 23, 2017**

AAD-INC., 6 Commerce Drive, Cumberland, MD 21502 • 301-759-2707 • Email: [kathie@aad-inc.com](mailto:kathie@aad-inc.com) • Make checks payable to **AAD-INC.**