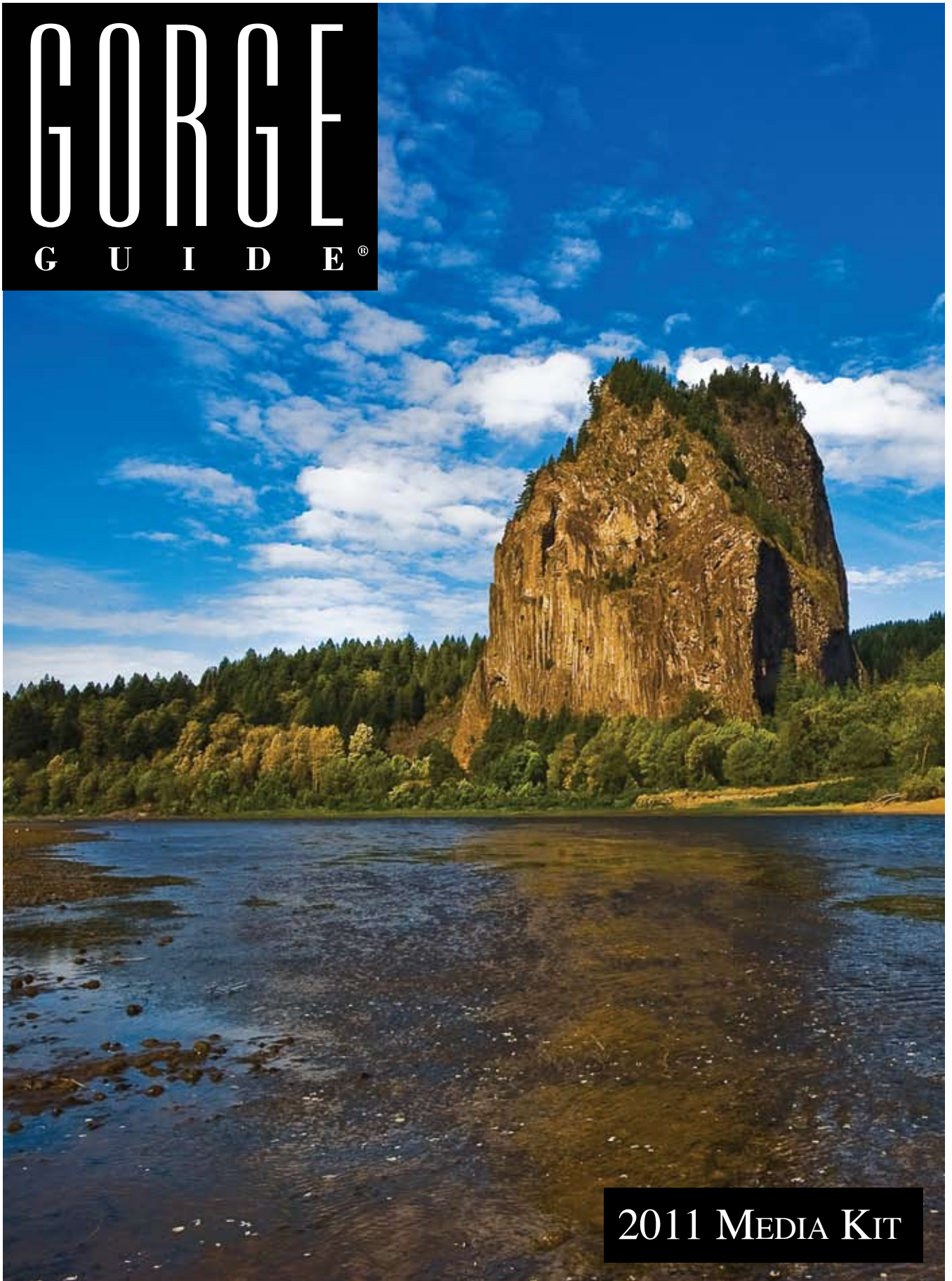


GORGE

G U I D E[®]



2011 MEDIA KIT



The official Columbia River Gorge Visitor & Recreation Guide as endorsed by the Columbia River Gorge Visitors Association

2011 will mark 29 years of the *Gorge Guide*® serving visitors to and businesses in the Columbia River Gorge and the 25th Anniversary of the Columbia River Gorge National Scenic Act, which we will commemorate with special editorial coverage.

Our visitor reach continues to compound as we reach travelers through a complimentary combination of print, online and social media. Our annual print distribution is 100,000 free magazines, which includes distribution at the Portland Airport Welcome Center. GorgeGuide.com received over 1 million hits in 2010 and powers the calendar for the Columbia River Gorge Visitor Association.

We look forward to connecting your business with the thousands of visitors to the Gorge in 2011.

MAGAZINE DISTRIBUTION

100,000 copies are distributed free through visitor centers and chambers of commerce throughout the Northwest, Idaho and Northern California, the Portland Airport Welcome Center, over 50 AAA offices, in overseas Travel Oregon campaigns and Gorge-wide through hotels, restaurants and tourist-related businesses.

ONLINE REACH

- Over 1 million annual website hits and 4,000 average unique visitors per month visit GorgeGuide.com
- An e-version of the *Gorge Guide*® is available online
- GorgeGuide.com events calendar powers the Columbia River Gorge Visitor Association online calendar
- Twitter and Facebook follower/fan base of approximately 600 and growing

EDITORIAL CONTENT

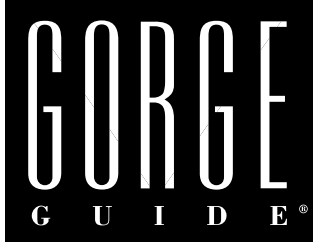
As the official visitor guide to the Columbia River Gorge, the *Gorge Guide*® informs readers and website users of where to play, eat, stay and shop in the Gorge. From detailed maps and stunning photography to detailed articles and a comprehensive event calendar, we provide the resources a traveler will need to plan their trip.

GORGE GUIDE READERS

Gorge Guide® readers are among your most valuable customers. They are a diverse group of individuals with a common interest, the Gorge. Whether they come for the sports, the scenery, the fruit, the wine or some other reason, the *Gorge Guide*® is the only comprehensive print and web resource to help plan their trip. With a reach of over 100,000 unique travelers in print alone, the *Gorge Guide*® reaches more visitors than any other Gorge-wide publication. Highly acclaimed, captivating and useful, the *Gorge Guide*® inspires people to visit the Gorge and once they are here, to stay longer, spend more and tell their friends.

CONTACT US

Gorge Publishing
PO Box 918, Hood River, OR 97031
ph 541-386-7440
fx 541-386-7480
email: info@gorgepublishing.com



Save More With These Special Discounts!

PRE-SEASON DISCOUNT

Book your 2011 Gorge Guide ad by December 10, 2010, and receive a **5% discount!**

PRE-PAY DISCOUNT

Save **5%** by paying in full before February 15, 2011.

THE FINE PRINT

- Multiple discounts are applied consecutively, not cumulatively.
- All discounts are date sensitive and will be disallowed if the advertiser's account is past due.

Bonus! Special Perk for Gorge Guide Advertisers!

TRAVEL DEALS SECTION

Post your special offers and discounts for **FREE** on GorgeGuide.com's new Travel Deals Section coming in April 2011.

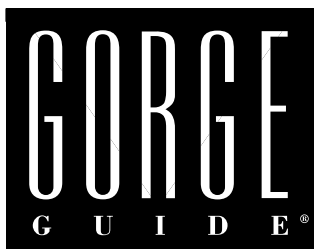


BEST OF THE GORGE ICONS

If visitors voted your business a **2010 Best of the Gorge** destination on BestoftheGorge.com, then your business listing will receive a 'Best of the Gorge' icon.

Ph: 541-386-7440 Fx: 541-386-7480 Email: info@gorgepublishing.com

MATERIALS AND MECHANICAL REQUIREMENTS



DIMENSIONS

ADVERTISING SPACE	WIDTH X DEPTH
Full page (nonbleed)	7.5" x 10"
Full page, with bleed*	8.625" x 11.125"
Full page, trim size	8.375" x 10.875"
2/3 page (vert-nonbleed)	4.9375" x 10"
2/3 page (vert-bleed)*	5.5" x 11.25"
Junior page	4.9375" x 7.5"
1/2 page (hor)	7.5" x 4.9375"
1/3 page (vert)	2.375" x 10"
1/3 page (square)	4.9375" x 4.9375"
1/6 page (vert)	2.375" x 4.9375"
1/6 page (hor)	4.9375" x 2.375"
1/12 page	2.375" x 2.375"

*Live material on bleed ads must be .375" from trim.

MECHANICAL REQUIREMENTS

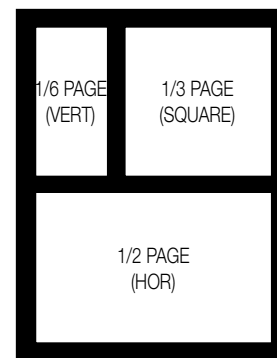
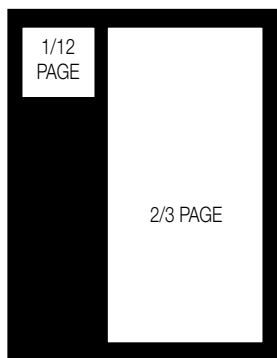
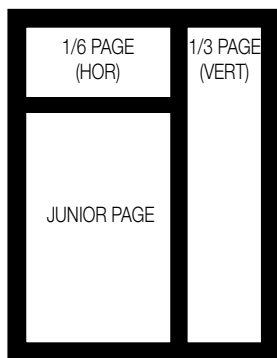
Live Area 7.5" x 10"
 Trim size 8.375" x 10.875"
 Bleed size 8.625" x 11.125"
 Preferred halftone screens 300 pixels per inch
 4-color line screen 300 pixels per inch

MATERIALS

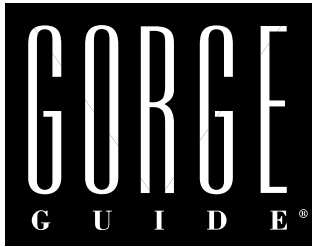
- All ads should be submitted via email or CD. Emailed ads can be sent to annisa@gorgepublishing.com.
- Preferred format: Macintosh. If PC, call to discuss.
- InDesign, Illustrator, or Photoshop files: submit in native file format.
- High-resolution PDF
- Please include:
 - B&W or color proof (color proof required for color ads)
 - A list of all placed graphics & fonts – Postscript only – no TrueType.
 - All fonts used (screen & printer) in your file and in placed graphics.
 - All placed graphics
- Publisher is not responsible for printing errors or color differences in ads if a proof is not provided.
- Advertiser/agency will be charged for any necessary production, revisions, typesetting at publisher's cost (minimum \$25.00).
- We cannot accept ads or graphics in MS Word or Publisher.
- Please call for any material submission questions.

CONTACT US

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2011 RATE CARD



SPACE RESERVATION

February 15, 2011

AD MATERIALS

March 1, 2011

NEWSSTAND

April 10, 2011

MAGAZINE RATES

SIZE	COLOR	RATE
FULL PAGE*	4 color	\$3630
2/3 PAGE	4 color	3055
1/2 or JUNIOR PAGE	4 color	2575
1/3 PAGE	4 color	2085
1/6 PAGE	B/W	895
	4 color	1220
1/12 PAGE	B/W	545
	4 color	750
SPREAD	4 color	6870
FULL PG 3 OR 4	4 color	4295
4 COLOR COVERS	Back cover	5685
	Inside front	4655
	Inside back	3920
	Inside front spread	7830
BUSINESS LISTINGS**	Standard Listing	190
	Expanded Listing	230
	Online Only Listings	see website rates

Rates effective November 1, 2010

*Full page ads include a gorgeguide.com banner ad for one year and an expanded online business listing for one year.

**Standard listing (\$190) is 25 words plus contact information printed in the magazine directory. An Expanded Listing (\$230) is a standard listing plus logo inclusion in the magazine directory and logo, listing text and 5 pictures online. Online only business listings are also available - see next column.

DISCOUNTS

1. Camera Ready Discounts: 10% discount for camera ready ads. The ad must be 100% camera ready. Payment must be received within 30 days of invoice and the account must also be current for all invoices. Discount does not apply to special advertising sections.
2. 5% discount for pre-payment received by space commitment date.
3. All rates are non-commissionable.
4. Multiple discounts are applied consecutively, not cumulatively. All discounts are date sensitive and will be disallowed if account is past due.
5. Discounts listed above apply to MAGAZINE DISPLAY ADS ONLY and not to online ads, standard or expanded listings or other services.

TERMS

1. Net 30, subject to approved credit.
2. New advertisers must pre-pay until credit is approved.
3. Interest of 1% per month charged on all accounts over 30 days.
4. A 5% late charge will be assessed for late artwork.
5. Publisher will not be held liable for any errors, omissions, mechanical or color problems involving advertising received after materials closing date, if mechanical or submission requirements are not fulfilled or if a proof is provided, but not signed by advertiser.

GORGEGUIDE.COM WEBSITE RATES

AD TYPE	SIZE	RATE
BANNER AD	horizontal, 813 x 163 pixels	\$299/year \$105/quarter
BUSINESS LISTING	25 words, contact info, website link	\$85/year
EXPANDED BUSINESS LISTING	Up to 5 picture slideshow, logo placement, 25 words, contact info, website link	\$125/year

Rates effective November 1, 2010 and subject to change without notice.

OTHER SERVICES

SERVICE	DETAILS	RATE
RACK CARD/BROCHURE	Turn your Gorge Guide ad into a rack card or brochure	\$225 (for most conversions-printing separate)
WEBSITE DESIGN	All sizes & varieties, including content management systems	starting at \$1500
ONLINE FLIPBOOK	Turn your brochure, pictures or book into an online flipbook complete with page-turning technology.	\$6 - \$8 per page minimum \$72

Rates effective November 1, 2010 and subject to change without notice.

PREMIUM POSITIONS

1. Exact position: 10% of space charge (i.e. specific page)
2. Preferred positions: 5% of space charge (i.e. right hand page)

CONDITIONS

1. All contents are subject to publisher's approval.
2. No cancellations accepted after the space commitment date.
3. All insertion orders must be accompanied by a signed contract.
4. Advertiser (including agency) assumes liability for all contents (including text, photos and/or illustrations) of advertisement printed or posted online and also assumes responsibility for any claims made against publisher.
5. Advertisers shall be held jointly and severally liable for moneys due to publisher for advertising published in magazine or online.
6. Advertisers will be presumed to have read this rate card and agreed to its conditions without any further contract or notice.

QUESTIONS?

ph 541-386-7440 fx 5410386-7480
email: info@gorgepublishing.com

2011 ADVERTISING SPACE AGREEMENT



DATE: _____

BUSINESS NAME: _____

CONTACT NAME: _____

PHONE: _____ FAX: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

AD PLACED

Ad type, size, color: _____ Rate: _____

FOR ARTWORK - PLEASE SPECIFY:

- I will submit new camera-ready artwork this year
- I would like to use last year's ad as is with no changes
- I would like to use last year's ad with a small change
- I need a new ad created

BUSINESS LISTING REQUESTED

- STANDARD LISTING** - FREE with magazine ad purchase
- EXPANDED BUSINESS LISTING:** \$40/LISTING with the purchase of a magazine ad. Adds logo placement in print/web & 5 pictures online for one year in addition to the standard business listing information. Advertiser must provide a high resolution electronic logo & pictures.

FOR LISTING INFORMATION - PLEASE SPECIFY:

- I would like to use last year's listing information as is with no changes
- I would like to use a new listing (please include 25 words plus contact info in the space below)

This contract binds the company represented by the undersigned (henceforth referred to as the advertiser) to the advertising commitment laid out above. All rates are based on the current rate card for each issue at the time of publication. Space commitments may be changed by notifying Gorge Publishing of such changes on or before the published space deadlines for the issue in question. Specific ad placement within any section noted above is at the discretion of the publisher. Online ads and listings are published at the time the magazine is published assuming that content is provided by the advertiser by published due dates. Applicable discounts (except prepay) are based on payment within 30 days of invoice. Prepay discount is based on payment by space commitment date of each issue. Multiple discounts are applied consecutively, not cumulatively. I have read and agree to all terms and conditions stated in the current *Gorge Guide* rate card.

Signature

Date

G o r g e P u b l i s h i n g

P.O. Box 918 • Hood River, OR 97031 • 541-386-7440 • Fax 541-386-7480 • info@gorgepublishing.com