

3rd annual 2009
7 Rivers
 region
Recreation Guide



Biking, Golf, Bird Watching, Skiing, Canoeing, Hiking, Hunting, Snowshoeing, Theatres, Kayaking, State Parks, Dining, Lodging, Shopping and More

Reach Active, Affluent Residents & Visitors in a Comprehensive Guide to Recreation in the entire 7 Rivers Region

Reader Profile

- Active
- Disposable income
- Ages 25 and up
- \$50,000 + household income
- MN, WI, IA residents and visitors
- Education: College graduate

Distribution

Date: March 2009

Quantity: 35,000

Locations: All Cities on Regional Map

- Convention & Visitor Bureaus,
- Chambers of Commerce
- Visitor and Tourist Centers
- Hotels
- Restaurants
- Recreation and Sporting Events
- Business, Shopping Areas
- Local Conventions



All activities are within 50 miles of La Crosse and Winona

- Encourages visitors to not only stay for a day or weekend, but longer to enjoy the abundance of recreational activities this region has to offer
- Encourages residents to enjoy activities within the region

Advertising Rates

Full Page	\$2,310
Front Inside Cover	\$2,530
Back Inside Cover	\$2,530
Back Cover	\$2,750
1/2 Page	\$1,320
1/4 Page	\$750
1/8 Page	\$400

Colored Listing = \$75

Color determined by publisher

One free colored listing per display ad

Business Listings

All businesses must complete and submit a form to be included. Form available on web site.

Up to 3 listings for free, then \$10 per listing

Deadline: October 31, 2008

www.gatheringwaters.com/7-rivers

Email sales: mueller@fflax.net

3120 South Ave • La Crosse, WI 54601

Phone: 608-796-8780

1117 E Mark St • Winona, MN 55987

Phone: 507-453-6150

Digital Requirements

All ads must be submitted in one of the following digital formats:

- **PDF Format:** Advertisers are encouraged to submit PDF provided that they are prepared for press-optimized printing in CMYK with fonts embedded. Please note: PDF files lack the ability to be edited or altered (i.e. phone number, address, etc.)
 - **PREFERRED APPLICATIONS:** Ad layouts should be created using either QuarkXpress 6.5™ or Adobe InDesign CS1®. If submitting application files, provide all supporting graphics and fonts.
 - **PROOFS:** We minimally require a text and element proof to assist in preflighting digital ad files. For critical color match we require a digital halftone proof (i.e. Kodak Approval, Dupont Digital Waterproof, Fuji FirstProof, etc.) Accurate color reproduction cannot be guaranteed without an accompanying SWOP-certified proof.
 - **PHOTO ELEMENTS:** 300 dpi, actual size; CMYK color model; .eps or .tif format with color preview. In Photoshop, black text should be created in black channel only to avoid registration problems.
 - **COLOR TONE VALUES:** To avoid over-saturation of ink, the total combined value of CMYK colors should not exceed 300% (i.e. C=100, M=100, Y=50, K=50). Any one color with a required value over 85% should be made solid.
 - **COLOR MODE:** Ads should be converted to CMYK prior to submission as color shifts may occur. Ads received in RGB color will be converted to CMYK.
 - **FONTS:** When submitting application files, include screen and printer fonts. On illustrations it is recommended to convert text to outline, however outline text cannot be altered.
 - **LETTERING:** Black text should be created as 100% black to avoid registration problems; 4c black will not be accepted. Reproduce all reverse lettering with a minimum of colors. Type smaller than 8 point with fine serifs should be avoided.
 - **MEDIA:** Mac CD.
 - **FTP Upload:**
 - FTP Host Address: ftp://66.112.87.118
 - User Name: Mueller
 - Domain: George Password: artfiles!
- Place your files in the folder titled "7_Rivers_Guide"
Please contact us when files have been submitted by sending an email to 7riversguide@gatheringwaters.com.

Send materials and completed Insertion Order to:

7 Rivers Region Recreation Guide
P.O. Box 2556
La Crosse, WI 54602-2556
608-796-8780

Email: 7riversguide@gatheringwaters.com
www.gatheringwaters.com/7-rivers

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Advertising Sizes

	<i>Dimensions</i>
Full Page	Trim Size: 8.5"w x 11"h Bleed Size: 8.75"w x 11.25"h Live area: 8.25"w x 10.75"h
Front Inside Cover	Trim Size: 8.5"w x 11"h Bleed Size: 8.75"w x 11.25"h Live area: 8.25"w x 10.75"h
Back Inside Cover	Trim Size: 8.5"w x 11"h Bleed Size: 8.75"w x 11.25"h Live area: 8.25"w x 10.75"h
Back Cover	Trim Size: 8.5"w x 11"h Bleed Size: 8.75"w x 11.25"h Live area: 8.25"w x 10.75"h
1/2 Page	Vertical: 3.625"w x 10"h Horizontal: 7.5"w x 5"h
1/4 Page	Vertical: 3.625"w x 5"h Horizontal: 5.5"w x 3.5"h
1/8 Page	Horizontal: 3.625"w x 2.75"h

Publisher reserves the right to ensure all ads meet the design and dimension standards of the publication.

Part of the signed agreement is ad copy will be provided by the deadline. If the ad or copy is not received by the deadline, the publication will run your business name, address, phone, description from the publication and web address and the advertiser will be billed at full rate.

Cancellation Policy

After fulfilling the terms of the contract, Advertiser may cancel by providing 45-day written notice to Publisher at the address shown below. While under contract, if Advertiser and/or their representing agency fail to provide or approve acceptable artwork by the ad copy deadline, the Publisher reserves the right to insert a previous advertisement or we will run your business name, address, phone, description from the publication and web address and the advertiser will be billed at full rate.

Ad Production

You may provide your ad for insertion or have us create an ad for you. If we are creating your ad, please provide:

- A brief indication of your concept/idea for the ad
- A clean black and white logo, or digital logo saved as an EPS
- Text you would like included, preferably in a digital format
- Photography either as a 300 dpi electronic image or non-copyright print for us to scan

