

ESCAPEESRVClub | ESCAPEES MAGAZINE RATES

Escapees magazine is published bimonthly with a circulation of approximately 36,000. Our readers are generally retired and live full-time in recreational vehicles.

Text and inside advertising printed on 50# Ripon 94 opaque offset, 85-line screen, saddle-stitched, with 2 or 3 columns per page, 9 5/8 inches per column. Cover printed on 70-lb. enamel text weight, 133-line screen.

Artwork

Submit artwork on disc (CD or Zip) or by e-mail. Please do not send anything over 7 MB by e-mail. We can accept files built in InDesign®, PageMaker®, QuarkXPress®, Freehand®, and Illustrator®. **Pdf files are accepted and preferred.** Save images in either EPS or TIFF format with a resolution of 300dpi. If exported as a vector EPS, convert fonts to paths.

For process color, save files in CMYK; for spot color, delete all unused colors. Include all fonts (or convert them to paths) and original images. Send a hard copy of artwork with disk.

Our graphic artist is available to help prepare your ad at \$100 per hour, with a minimum charge of \$100. Call for further details.

Terms and Conditions

Publisher reserves the right to decline or reject any advertising for any reason, at any time, without liability, even though previously acknowledged or accepted. Publisher shall not be liable beyond the cost of advertising space for errors appearing in advertising. Advertisers and advertising agencies assume full liability for all content, including text and illustrations, of advertisements printed, and they also assume responsibility for any claims arising against the publisher and agree to pay the publisher for any expense or loss suffered by reason of such claims. All copy will be printed as submitted, subject to the publisher's approval.

Cancellations

All cancellations must be made in writing and confirmed by the publisher. No cancellations will be accepted after closing dates.

Payment

New accounts must prepay for first insertion order. Remaining insertions will be billed per issue. Payment in full is due for each issue within 30 days from date of statement.

Agency Commission

Commissions of 15 percent to recognized advertising agencies on full-page and cover ads only. No other discounts apply. Publisher will not honor advertising agencies' 15-percent commissions if any accounts remain unpaid for more than 30 days after billing date. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such invoices as are due and payable.

Closing Dates

Issue	Reservations	Ad due	Cover Ads Due
Jan/Feb	Oct 15	Nov 15	Nov 10
Mar/Apr	Dec 15	Jan 15	Jan 10
May/June	Feb 15	Mar 15	Mar 10
July/Aug	April 15	May 15	May 10
Sept/Oct	June 15	July 15	July 10
Nov/Dec	Aug 15	Sept 15	Sept 10

Dimensions

Ad Size Description	Width	Height
Full-page ad (trim size)	8 3/8" x	10 7/8"
Full-page ad (bleed)	8 7/8" x	11 3/8"
Full-page (live)	7 7/8" x	10 3/8"
1/2 page, tall	4 11/16" x	7"
1/2 page, wide	7 1/8" x	4 1/2"
1/3 page, wide	7 1/8" x	3"
1/3 page, tall	2 1/4" x	9 5/8"
1/4 page	4 11/16" x	3 1/2"
Market Place	2" x	3"

Rates

Ad orders for six issues (one year) will receive a 10-percent discount; orders for three issues will receive a 5-percent discount. Cover ads receive a 15-percent discount. Rates are subject to change without notice. For color, add \$150 per color or \$450 for four-color (except cover ads).

Ad Size/Placement

Ad Size/Placement	Per Issue
Outside back cover, four-color only*	\$2,350
Inside front/back cover, two- or four-color*	2,250
Full page, black-and-white	1,500
1/2 page, black-and-white, wide/tall	775
1/3 page, black-and-white, wide/tall	525
1/4 page, black-and-white	420
Marketplace ad, black-and-white	210

* Minimum commitment of six issues.

For additional information, contact us at:
advertising@escapees.com • 888-757-2582



74%

Read Escapees magazine cover to cover



64%

Were influenced by an advertisement to make a purchase.



75%

Have access to Escapees Website