

Ad Close Dates

2009

Rate Card #11
Effective January 2009



Rate Base: 460,000 ♦ Total Readers: 1,012,000
Circulation Region: Maine, New Hampshire and Vermont

Issue Date	Ad Close	Materials Due
January/February	10/31/08	11/07/08
March/April	01/02/09	01/09/09
May/June	02/27/09	03/06/09
July/August	04/24/09	05/01/09
September/October	06/26/09	07/02/09
November/December	08/28/09	09/04/09

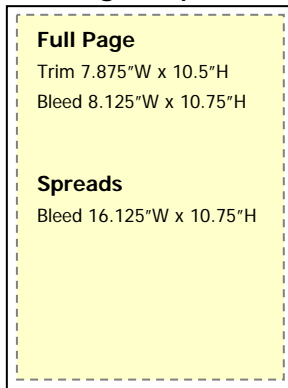


Production Specifications

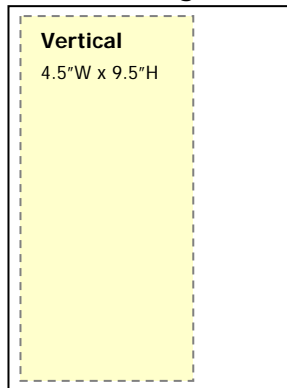
Circulation Region: ME/NH/VT ♦ Circulation: 440,000 ♦ Audience: 1,019,000

2008

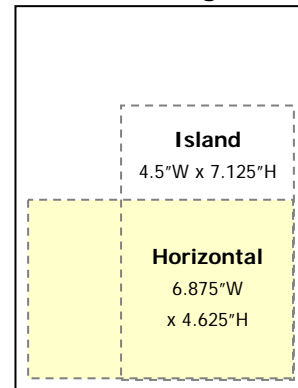
Full Page & Spreads



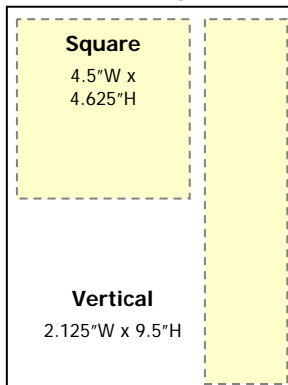
2/3 Page



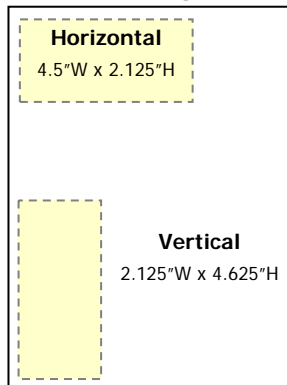
1/2 Page



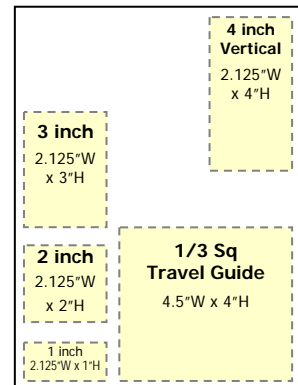
1/3 Page



1/6 Page



Travel Guide/ Marketplace



PRODUCTION SPECIFICATIONS

All 4/C images should be supplied CYMK, resolution should be 300 dpi at 100% final size. Advertising will be accepted via ftp site or on a disk. Ads will not be accepted by e-mail.

FTP SITE INFORMATION

FTP IP: 204.118.110.42
Login Name: vendor
Password: autoclub

1. Place in a folder identified with issue date, publication, ad name *Example: 0907_Northern New England_Hertz*
2. Stuff or zip the folder. Include native files, fonts, high res graphics, and a low res pdf.
3. Place in proper publication folder within "UPLOAD_ADS_HERE" folder. Ads for each publication should be placed in that publication's folder.
4. Send confirmation e-mail for *Northern New England Journey* to granich.joann@aaa-calif.com

DIGITAL AD SUPPLIED ON A DISK

Materials will be accepted on CD or DVD. Preferred programs include QuarkXpress, InDesign, Illustrator and Photoshop. Provide all fonts and high res images; include a print-out of fonts and graphics. If you are supplying a pdf, please include native files, fonts and graphics. Supplied digital ads require a SWOP standard color proof.

SHIPPING INSTRUCTIONS

Send ALL materials to:
JoAnn Granich
Northern New England Journey
3333 Fairview Road, A327
Costa Mesa, CA 92626-1698
Tel: 714-885-2383
Fax: 714-885-1109
granich.joann@aaa-calif.com

