

2009

Be active. Live well.

USA TODAY

Openair

Rate Card & Production
Specifications

Open Air redefines adventure for those who embrace an active lifestyle. With a compelling new perspective, it opens readers' eyes to the adventure possibilities that surround us each day – from ordinary activities to once – in – a – lifetime opportunities. It is inspirational and practical, with a unique voice and signature images. Open Air presents a new outlook on adventure, one that rewards body, mind and spirit.

DEMOGRAPHICS

USA TODAY Active Lifestyle Enthusiasts*

| | |
|-------------------|----------|
| Male | 64% |
| Female | 36% |
| Median Age | 45 years |
| Median HHI | \$81,215 |
| Attended college+ | 80% |

Source: Spring 2008MRI *An Active Lifestyle Enthusiast has participated in winter or summer outdoor activities, frequent exercise or an outdoorsman activity such as hunting or fishing in the past year.

CIRCULATION & RATES

Rate Base: 2,000,000*

Open Rates

| Ad Size | 1x | 2x | 3x | 4x |
|------------------|-----------|-----------|-----------|-----------|
| | OPEN | 10% | 15% | 20% |
| Page | \$90,000 | \$81,000 | \$76,500 | \$72,000 |
| 1/2 Page | \$58,500 | \$52,650 | \$49,725 | \$46,800 |
| 1/3 Page | \$39,000 | \$35,100 | \$33,150 | \$31,200 |
| 1/6 Page | \$20,100 | \$18,090 | \$17,085 | \$16,080 |
| 1/9 Page | \$13,000 | \$11,700 | \$11,050 | \$10,400 |
| Facing 1/2 Pages | \$117,000 | \$105,300 | \$99,450 | \$93,600 |
| Cover 2 or 3 | \$103,500 | \$93,150 | \$87,975 | \$82,800 |
| Back Cover | \$112,500 | \$101,250 | \$95,625 | \$90,000 |
| Spread | \$180,000 | \$162,000 | \$153,000 | \$144,000 |

*Open Air Magazine's rate base is calculated using newspaper audit methodology based the Monday – Friday average circulation and does not constitute a specific date guarantee.

Open Air speaks to USA TODAY readers about one of the defining aspects of their well being: the active lifestyle. Through its encouraging and inclusive voice, the magazine introduces readers to accessible adventure, its motto says it all: “Be active. Live well.”

—Jack Curry, Editor, Open Air Magazine



OPEN AIR AD SIZES

Full Page

Trim: 8.5 x 10.5

Bleed: 8.75 x 10.75

Live/Safety: 8 x 10

1/2 Spread

Trim: 17 x 5.25

Bleed: 17.25 x 5.5

Live/Safety: 16.5 x 5

Spread

Trim: 17 x 10.5

Bleed: 17.25 x 10.75

Live/Safety: 16.5 x 10

1/2 Horizontal

Trim: 8.5 x 5.25

Bleed: 8.75 x 5.5

Live/Safety: 8 x 5

1/2 Vertical

Trim: 4.167 x 10.5

Bleed: 4.416 x 10.75

Live/Safety: 3.67 x 10

1/3 Vertical

Trim: 2.88 x 10.5

Bleed: 3.13 x 10.75

Live/Safety: 2.63 x 10

1/3 Horizontal

Trim: 8.5 x 3.5

Bleed: 8.75 x 3.75

Live/Safety: 8 x 3

| ISSUE | CLOSE DATE | COVER STORY |
|------------|--------------|--|
| April 6 | February 23 | Style and Substance Spas You may think that a spa vacation is just about over-the-top pampering. Think again! You can improve your golf game, lose 20 pounds, learn to rock climb and much more. Whatever your goal, you can pursue it at specialized resorts that combine style and substance in back-to-nature settings. And you can get some TLC along with your self-improvement. |
| June 8 | April 20 | Cross Training Summer is the best time to benefit from all of the known rewards of cross-training. There are both physical and psychological benefits to having more than one sport in your fitness routine. |
| August 31 | July 13 | Biking Vacation The pre-arranged, all-inclusive bike tour has never been more popular. But there are drawbacks: regimented schedules, herd feedings, undesirable group members. More and more bikers are taking their wheels into their own hands and planning their own tours. |
| November 9 | September 28 | New Zealand Why you must go to visit New Zealand. Ski, swim, fish, raft and, yes, even bungee jump (the sport was invented here). Stop fantasizing about this island paradise and ecological wonderland — plan a trip now. |

Regular Departments: Travel, Gear, Trial Run, You Deserve It, Your Workout Improved, Everyday Expeditions, Snapshot, Adventures in Eating, My Favorites, Drive Time

INSERTS

Open Air can accept a variety of inserts and BRCs. Contact your *Open Air* Sales Representative for rates and specifications.

SPACE & MATERIAL RESERVATION DEADLINES

Space Reservations

Due six weeks prior to publication date.

Advertising Materials

Due six weeks prior to publication date.

PRODUCTION SPECIFICATIONS

ADVERTISING MATERIAL DEADLINES

Due six weeks prior to publication date.

SPECIFICATIONS

- Magazine final trim size: 8.5 x 10.5.
- Full-page bleed image size: 8.75 x 10.75 (adds 1/8" to each side).
- Full-page ad "safety margin" size: 8.0 x 10.0.
- Printers screen ruling: 150 lines per inch.
- Images should be submitted at 300 dpi; line art should be submitted at 1200 dpi.
- Minimum rule thickness: 0.25 pt.
- All fonts should be supplied with the ad. Fonts can be Type 1, Open Type, or TrueType fonts.
- Total color overprints in any one area (images or graphics) should not exceed 300%.
- Color ads should be prepared as CMYK files; B&W ads should be prepared in Grayscale mode.
- Please submit your ad as a PDF file, using PDF X-1a specifications. All high-resolution images and fonts should be included when the PDF/X-1a file is created.
- A SWOP-standard color proof should be sent to USA TODAY Ad Operations for each ad submitted. Use address listed below under "Physical Ad Delivery."

AD DELIVERY METHODS

1. E-Transfer

Log on to <http://etransfer.usatoday.com>. The site works best with the Firefox browser. Safari and Explorer can also be used with some limitations.

E-Transfer Welcome Page:

Click on icon of publication for which you are submitting an ad.

Ad Submission Page:

Please fill out the individual fields on the browser page. The fields with red asterisks are required.

- Be sure your email address is keyed in correctly.
- Attach ad file in bottom field using the "browse" button.

Confirmation Page:

A message will appear when ad is successfully transferred.

Please fax a copy of the ad to USA TODAY Advertising Operations at 703-940-0530.

File preparation for Upload to E-transfer:

Please submit files in a PDF format, as mentioned above.

Limit PDF filename to 25 characters or less. DO NOT use any spaces or special characters such as #? / ()-*~etc. An example of file naming to be used: Advertisername.pdf.

2. AP AdSend

This service uses the PDF format only. *Open Air's* AdSend code is VAUSA. For more information, contact AdSend Technical Support at (800) 823-7363.

Please fax a copy of the ad to Advertising Operations at (703) 940-0530. Contact Ad Operations when an ad is sent.

3. Physical Ad Delivery

If sending ad on CD or other media, please ship materials to:

USA TODAY

Advertising Operations

7950 Jones Branch Drive

Advertising Operations, 2nd Floor

McLean, VA 22108

(703) 854-5200

Please note: *Open Air* does not accept ads via email.

GENERAL ADVERTISING TERMS

General Information

- Member Audit Bureau of Circulations.
- *Open Air* announces all changes in rates at least 30 days prior to such changes, and attempts to notify all active advertisers and agencies by mail.
- All ads running in a given issue of *Open Air* do so at rates in effect at that time, regardless of previous rate quotations.
- Contracts must be completed within one year of first insertion. Advertisers who do not fulfill the minimum required spending for the discount level applied during their contract year will be re-billed for all advertising run that year at a rate commensurate with the actual discount earned.

Scheduling Requirements

- Rates quoted in this rate card are based on the advertiser providing the specified scheduling options required.

Agency Commission

- 15% to recognized advertising agencies.

Rejection and Editing of Advertisements

- *Open Air* may, at its sole discretion, edit, classify, reject or cancel at any time any advertising submitted by advertiser.

Positioning of Advertisements

- *Open Air* shall have full positioning latitude on all advertisements except those with specified franchise or guaranteed positions.

Liability for Errors

- *Open Air* assumes no liability for any advertisement whether or not it is supplied camera-ready by the advertiser.
- *Open Air* is not responsible for errors in key codes or box numbers. *Open Air* shall not be liable to advertiser for any loss that results from the incorrect publication, positioning or omission of its advertisements.

Payment

- All rates provided by *Open Air* are based on payment by check or electronic funds transfer via the Automatic Clearing House Network (ACH).
- Payment is due upon receipt of invoice. In the event that the advertiser fails to make timely payment; *Open Air* may immediately cancel all orders for advertising and advertiser shall indemnify *Open Air* for all expenses incurred in connection with the collection of amounts payable, including court cost and attorneys' fees.

Ownership of Advertising Copy

- All advertising copy that represents the creative effort of *Open Air* and/or the utilization of creativity, illustrations, labor, composition or material furnished by it is and remains the property of *Open Air*, including all rights of copyright therein.
- Advertisers cannot authorize photographic or other reproductions, in whole or in part, of any such advertising copy for use in any other medium without the express written consent of *Open Air*.

Advertiser and Agency Liability

- *Open Air* reserves the right to hold advertiser and its advertising agency jointly and severally liable for such monies as are due and payable to *Open Air*. Advertiser and its advertising agency shall indemnify *Open Air* from all damages, costs and expenses, of any nature whatsoever, including attorneys' fees, for which *Open Air* may become liable by reason of its publication of advertiser's advertising or provision of production services to advertiser.

Taxes on Advertising

- In the event that any international, federal, state or local taxes are imposed on the printing of advertising materials or on the sale of advertising space, such taxes shall be assumed and paid by the advertiser.

Miscellaneous

- Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is sold at the time by *Open Air* and such order, when accepted by *Open Air*, shall constitute a contract. Failure to make any order correspond in price, or otherwise, with the rate card is regarded as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.
- Special clauses in insertion orders or contracts will not be accepted if relating to legal liability, circulation guarantees or positioning requests other than franchise advertisers or positioning guaranteed positions.
- All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of *Open Air*, excluding advertiser's failure and/or inability to perform.
- Ads cannot resemble news or the general format of *Open Air*.
- The newspaper deals directly and individually with its advertisers and does not accept brokered advertising.

PUBLISHING HEADQUARTERS

USA TODAY Headquarters

7950 Jones Branch Drive
McLean, VA 22108
Phone: 703-854-3400
Fax: 703-854-2049

All insertion orders and materials must be sent to:

USA TODAY Advertising Operations
7950 Jones Branch Drive, 2nd Floor
McLean, VA 22108
Advertising Operations Phone:
703-854-5200

Craig Moon President and Publisher
Brett Wilson Senior Vice President/Advertising Sales
Bruce Dewar Vice President/Advertising Operations and Administration

Advertising Director
Jeff Nellet, 248-680-7104
jnellett@usatoday.com

Northeast Sales Manager
Allison Hickey, 212-715-5512
ahickey@usatoday.com

Southern Sales Manager
Ted Chase, 703-854-6351
tchase@usatoday.com

West Coast Account Executive
Alexandra Valdes, 310-444-2123
avaldes@usatoday.com

ADVERTISING SALES OFFICES

ATLANTA

2964 Peachtree Rd., NW
Suite 275
Atlanta, GA 30305
Phone: 404-233-7870
Fax: 404-233-4493

CHICAGO

444 N Michigan Ave., Suite 200
Chicago, IL 60611
Phone: 312-670-0210
Fax: 312-670-9962

DALLAS

2002 Academy Ln., Suite 100
Dallas, TX 75234
Phone: 972-484-0733
Fax: 972-484-1013

DETROIT

340 E. Big Beaver Rd., Suite 150
Troy, MI 48083
Phone: 248-680-6530
Fax: 248-680-9905

LOS ANGELES

10960 Wilshire Blvd., Suite 1000
Los Angeles, CA 90024
Phone: 310-444-2120
Fax: 310-479-2550

NEW YORK

535 Madison Ave., 29th Fl.
New York, NY 10022
Phone: 212-715-5350
Fax: 212-371-0241

SAN FRANCISCO

100 Pine St., Suite 250
San Francisco, CA 94111
Phone: 415-623-2600
Fax: 415-623-2615

WASHINGTON, DC

7950 Jones Branch Dr., 9th Fl.
McLean, VA 22108
Phone: 703-854-6001
Fax: 703-854-2049

NEW BUSINESS

7950 Jones Branch Dr., 9th Fl.
McLean, VA 22108
Phone: 703-854-4434
Fax: 703-854-2111

CANADA

468 Queen St. East, #300
Toronto, ON M5A 1T7
Phone: 416-363-1388 ext.228
Fax: 416-363-2889

EUROPE

69 New Oxford St.
London, WC1A 1DG England
Phone: 44-207-559-5858
Fax: 44-207-559-5880

USATODAY.com

<http://www.usatoday.com>
7950 Jones Branch Dr., 9th Fl.
McLean, VA 22108
Phone: 703-854-8050
Fax: 703-854-2085

PRODUCTION INFORMATION

Advertising Operations
Danitria Carruth Bradley
7950 Jones Branch Drive
Advertising Operations, 2nd Fl.
McLean, VA 22108
(703) 854-5611 Office
(703) 854-0530 Fax
dcarruth@usatoday.com

INSERTS

Raphael Mensah
USA TODAY Insert Analyst
(703) 854-5213
rmensah@usatoday.com

