

OUTDOOR RETAILER 2023

THE DAILY GUIDE INSERTION ORDER

ADVERTISER

Company Name _____ Contact _____

Address _____ City _____

State _____ Zip/Postal Code _____ Country _____

Website _____ Email _____ Phone _____

THE DAILY - RATES Rate includes all 3 issues per show (Days 1-3)

AD SIZE

<input type="checkbox"/> Spread*	\$6,375
<input type="checkbox"/> Full Page*	\$3,750
<input type="checkbox"/> Half Page	\$2,250
<input type="checkbox"/> Quarter Page	\$1,400
<input type="checkbox"/> Product Zone	\$995

*Full Page and Spread ads include a Product Zone Ad

COVER RATES

<input type="checkbox"/> Inside Front Cover	\$4,500
<input type="checkbox"/> Inside Back Cover	\$4,500
<input type="checkbox"/> Back Cover	\$5,000

Inside Front Cover Gatefold:
Call your Account Executive for availability.

SELECT SHOW(S) FOR AD PLACEMENT

- ☐ Outdoor Snow Show 2023
- ☐ Outdoor Retailer Summer 2023

MATERIALS DUE

December 9, 2022
May, 2023

TOTAL: \$ _____

PAYMENT INSTRUCTIONS

PAYING BY CREDIT CARD:

If you wish to pay by credit card, Outdoor Snow Show will send you an invoice with a link to pay your balance online.
Acct# 1453616843

2.5% fee applied to payments made with credit card
(other than initial on-site booth deposit). See Sponsorship Agreement for additional terms. (For NY sponsors, see Payment Schedule Addendum to Sponsorship Agreement)

PAYING BY ACH:

Emerald X, LLC
Attn: Outdoor Retailer Snow Show
Bank of America
2701 Harbor Blvd.
Costa Mesa CA 92626
ACH Routing #122000661 Acct#
1453616843

PAYING BY WIRE:

Emerald X, LLC
Attn: Outdoor Retailer Snow Show
Bank of America
2701 Harbor Blvd.
Costa Mesa CA 92626 Routing
#026009593
Acct# 1453616843
SWIFT Code BOFAUS3N

PAYING BY CHECK:

Make checks payable to:
Outdoor Retailer Snow Show
Emerald X, LLC
32753 Collection Center Drive
Chicago, IL 60693-0327

SIGNATURE

The undersigned ("Advertiser"), as a duly authorized representative, enters into an agreement with Emerald X, LLC to advertise in the above designated publication. Advertiser has received and agrees to the Insertion Order Terms and Conditions.

Advertiser understands and agrees that this application for advertising becomes a binding contract when accepted by Emerald X, LLC, the publisher, and Advertiser hereby agrees that the Terms and Conditions available at [Terms and Conditions](#) are enforceable and are incorporated into and control this Advertising Agreement, once it is accepted by Emerald X, LLC. Advertiser further agrees that any terms and conditions associated with any purchase order Advertiser may submit in order to process payment for this Advertising Contract are of no force or effect, regardless of the express language of any purchase order Advertiser may submit.

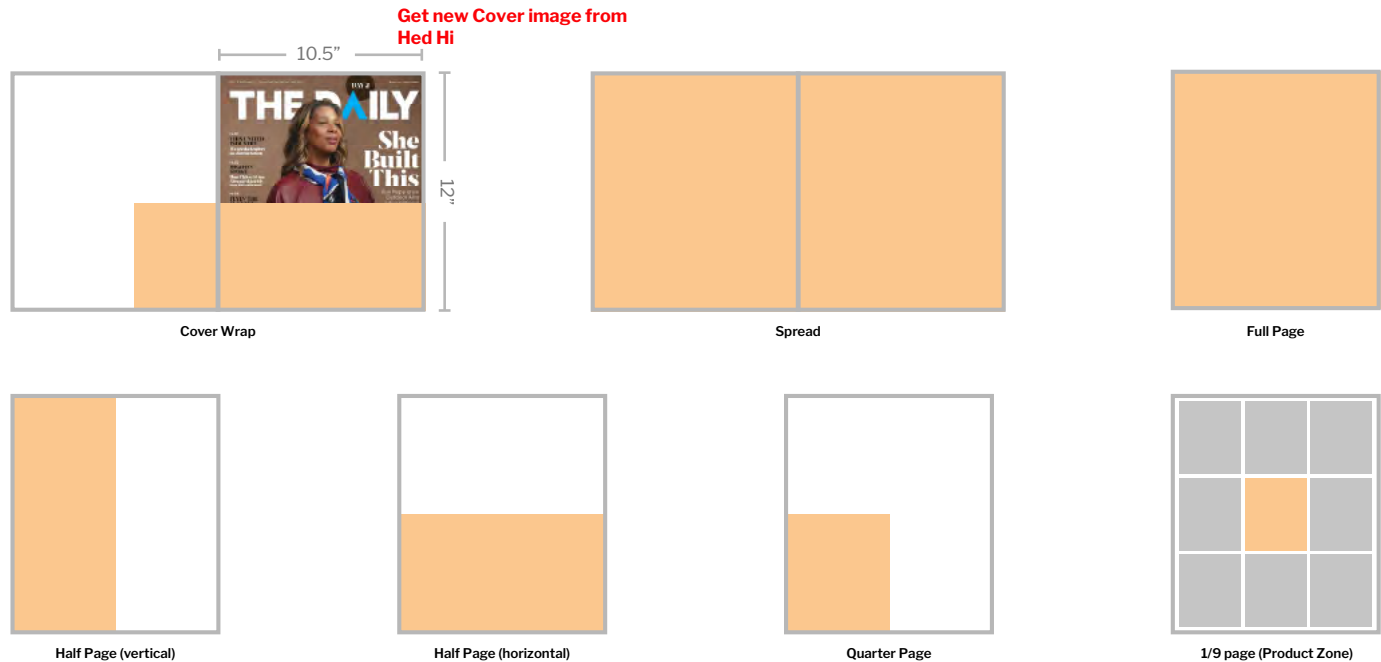
Signature Required Agreed to by _____ Date _____

Signature of Official Company Representative

EMAIL COMPLETED CONTRACT TO: SJC.CONTRACTS@EMERALDX.COM

Endorsed + Sponsored by SnowSports Industries America
and Outdoor Industry Association

AD DIMENSIONS



	BLEED	TRIM	LIVE AREA
Spread	21.5" W x 12.5" H	21" W x 12" H	20.625" W x 11.625" H
Full Page	11" W x 12.5" H	10.5" W X 12" H	10.125" W x 11.625" H
Half Page - Vertical	5.375" W x 12.5" H	5" W x 12" H	4.625" W x 11.625" H
Half Page - Horizontal	11" W x 6.375" H	10.75" W x 6.125" H	10.25" W X 5.825" H
Quarter Page	--	4.5" W x 5.375" H	--
1/9 Page (Product Zone)	--	3" W x 3.5" H	--

MATERIALS DUE:

Outdoor Summer 2022
May 12, 2022

Outdoor Retailer Snow Show 2023
December, 2022

AD REQUIREMENTS

For all supplied ads, the preferred file format is a hi-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name. We can also accept hi-resolution JPEG, EPS, TIFF, InDesign CS, Illustrator and Photoshop files. Please be sure to include all necessary images at 300dpi and font files.

Regrettably, we cannot accept any artwork lifted directly from a website or sent via fax as the quality is incompatible for print. We also cannot accept supplied ads sent in Microsoft Word, Powerpoint, Excel, Works, Pagemaker or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes.

All supplied ads must be presented in a manner ready for press. Outdoor Retailer does not accept responsibility for files that have not been presented correctly — the sole responsibility for file content rests with the file originator.

For your convenience, files up to 7MB can be sent to us via email to laurie.stiglitz@outdoorretailer.com. If you are sending large files (over 7MB), please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact Laurie Stiglitz if you have any questions.

Send all ad materials to:

Laurie Stiglitz
email: laurie.stiglitz@outdoorretailer.com
phone: (949) 226-5711