

TRAVELAGE WEST

BY NORTHSTAR

2025 PRINT SPECS

TravelAge West issues and supplements are saddle-stitched. Covers are printed on 60# coated stock, bodies are printed on 34# coated stock. TravelAge West management reserves the right to change paper at any time.

Digital File Requirements

- PDF/X-1a with embedded fonts
- CMYK (No spot, RGB, or Lab color). Color formats other than CMYK will be converted to CMYK during our pre-press process.
- 300 dpi
- Filename maximum 20 characters; no special characters
- File size must not exceed 20 MB.

Submitting Ad Materials

Ad materials are to be submitted via the Ad Uploading Portal at: www.travelagewest.com/adupload.aspx.
Only PDF files are accepted for upload.

Instructions for using the Ad Portal:

1. Fill in your contact information.
2. Select Publication. (For sales guides, see listing below of tabloid 5-column sales guides scheduled for production in 2025).
3. Select the issue date. If your ad materials are to be picked up for additional issues please select the first insertion date.
4. Select Section. If you are unsure of the section your ad is scheduled to run or if you do not see your section listed select “Main ROP / Other Section Not Listed” and note the section in the “Comments” field.

5. Select Ad Size.

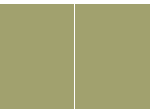












6. Selecting Your Ad File. Click “Browse” button and a “choose file” window will open. Locate your file on your hard drive, server, etc. Select the file and click “Open” to select it.

7. Uploading your file. Select “Upload and Done” if you are only uploading one ad file. To upload multiple ad files without having to reenter your contact info select “Upload and Add Another.”

For additional information please contact: Lisa Gonzales, 201-902-1927 lgonzales@ntmlc.com or Michele Garth, 201-902-1930 mgarth@ntmlc.com.

Ad files not received by our published ad materials due date may be subject to an additional processing charge. All files held for 9 months and then deleted unless otherwise requested in writing.

AD DIMENSIONS: 5-COLUMN TABLOID MAGAZINE

 <p>130" Tabloid Spread Live/Non-bleed: 19.875"w x 13.9375"d Trim: 20.375"w X 13.4375"d Bleed: 20.625"w X 13.6875"d</p>	 <p>65" Tabloid Page Live/Non-bleed: 9.6875"w x 12.9375"d Trim: 10.1875"w x 13.4375"d Bleed: 10.4375"w x 13.6875"d</p>	 <p>40" Junior Page Non-bleed: 7"w x 10"d</p>
 <p>65" Half Tabloid Spread Live: 19.875"w x 6.5"d Trim: 20.375"w x 6.75"d Bleed: 20.625"w x 7"d (no bleed off top)</p>	 <p>32.5" Tabloid Half Page Bleed Live: 9.6875"w x 6.5"d Trim: 10.1875"w x 6.75"d Bleed: 10.4375" x 7"d No bleed off top.</p>	 <p>32.5" Tabloid Half Page Non-bleed: 9"w x 6.5"d</p>
 <p>26" Vertical Non-bleed: 3.5"w x 12"d</p>	 <p>20" Junior Half Page Non-bleed: 7"w x 5"d</p>	 <p>20" Horizontal Strip Non-bleed: 9"w x 4"d</p>
 <p>15" Square Non-bleed: 5.25"w x 5"d</p>	 <p>15" Horizontal Strip Non-bleed: 9"w x 3"d</p>	 <p>10" Junior Quarter-Page Non-bleed: 3.5"w x 5"d</p>
 <p>5" Junior Eighth Page Vertical non-bleed: 1.625"w x 5"d Horizontal non-bleed: 3.5"w x 2.5"d</p>	<p>Bleed: Extend all non-white images/background color 1/8" beyond trim. Live/Safe Area: Keep all text and important images 1/4" away from trim edge.</p>	

SUPPLIED INSERTS

Contact Lisa Gonzales for quantity, specifications, deadlines and delivery instructions. Insert reservations must be arranged through a sales representative. Insert availability is limited. Reserve early to secure preferred issue date. Regional splits are available. Samples/paper mock-ups must be submitted to Lisa Gonzales at least two weeks prior to issue close date for approval. Advertisers running supplied inserts must supply their digital files for the inserts to be included in TravelAge West's digital edition. It is the advertiser and its agency's responsibility to ensure that inserts comply with the Publisher's requirements, Periodical Postal Regulations and other Federal and State Laws and Regulations. Due to postal requirements, some inserts do not qualify for Periodical postage rates. Any additional USPS charges incurred will be billed at cost.

Direct all inquiries to:

TravelAge West Magazine Production Department

Lisa Gonzales

Phone: 201-902-1927

lgonzales@ntmlc.com

Michele Garth

Phone: 201-902-1930

mgarth@ntmlc.com

COVERWRAPS AND GATEFOLDS

Contact Lisa Gonzales for specifications and deadlines. Coverwrap and gatefold availability is limited. Reservations must be arranged through a sales representative. Reserve early to secure preferred issue date.

ADVERTORIAL

Advertorial ads create powerful vehicles for clients to communicate with TravelAge West readers. TravelAge West is bound by federal law to ensure editorial and advertising are clearly marked to avoid confusing readers. The design of advertorial ads must in no way resemble the TravelAge West editorial format. It is expected that a unique design will be used. TravelAge West's Publisher and Editor in Chief reserve the right to reject or request changes to any ad if it too closely resembles a TravelAge West editorial page.

MISCELLANEOUS

Closing Dates for Orders and Materials Prior to Issue Date:

- TravelAge West approximately 24 working days.
- Special Supplements/Destination Guides: approximately 39 working days.

No cancellations accepted after closing date. See Ad Planner for specific closing dates.

Commissions:

15% off gross to recognized advertising agencies on space and color. No cash discounts.

General Rate Policy:

Rates subject to change on 60-day notice by Publisher. The Publisher reserves the right to reject any advertising that the Publisher feels is not in keeping with the publication's standards and editorial focus.

GENERAL TERMS AND CONDITIONS

General Conditions

A. The advertiser and its agency, if there is one, each represents that it is fully authorized and/or licensed to publish the entire contents and subject matter contained in its advertisement including:

(1) the names, portraits and/or pictures of persons living or dead; (2) any copyrighted material; trademarks and/or depictions of trademarked goods or services; (3) any photographs, testimonials, or endorsements contained in any advertisement submitted to and published by the Publisher. In consideration of the Publisher's acceptance of such advertisement for publication, the agency and the advertiser will indemnify and save harmless the Publisher against all loss, liability, damage, and expenses for any nature (including reasonable attorney fees) arising out of the copying, printing, or publishing of its advertisement and resulting from any proceedings, claims, or suits including, without limitation, for libel, violation of rights of privacy and of publicity, unfair competition, intentional or negligent infliction of emotional distress, and copyright and/or trademark infringement.

B. Conditions, other than rates, are subject to change by the Publisher without notice.

C. All contents of advertisements are subject to the Publisher's approval. The Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time, if for any reason the Publisher deems the advertisement to be unacceptable.

D. Positioning of advertisements is at the discretion of the Publisher except when an arrangement for a specific preferred position is acknowledged in advance by the Publisher in writing.

E. The Publisher shall not be liable for errors in key numbers, Reader Service section or advertisers' index, map locations, telephone/telex/facsimile numbers or change in advertising text and rates by the advertiser.

F. Advertisers or their agencies will not be provided with an opportunity to approve or revise advertisements not received by the Publisher's advertising production department by closing date.

G. Cancellations or changes in orders may not be made by the advertiser or its agency after the closing date.

H. All insertion orders are accepted subject to provisions of current rate card. Rates are subject to change upon notice from the Publisher. Should a change in rates be made, space reserved may be cancelled by the advertiser or its agency at the time the change becomes effective without incurring short-rate

charges, provided the advertisements published to the date of cancellation are consistent with the appropriate frequency or volume rate. Cancellation of space reservations for any other reason (in whole or in part by the advertiser) will result in an adjustment of the rate (short-rate) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.

I. The Publisher will not be liable under any circumstances for any costs or damages (including consequential damages) as a result of either the failure to print any advertisement or of the appearance of any errors in any advertisement as published. If any errors appear in the advertisement as published, the only remedy will be a make-good advertisement.

J. The Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such moneys as are due and payable to the Publisher for advertising which the advertiser or its agency ordered and which advertising was published.

K. To conditions other than those set forth in this rate card shall be binding

on the Publisher unless specifically agreed to in writing by the Publisher.

The Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such conditions conflict with any provisions contained on this rate card.

L. The Publisher will not be liable for any delays in delivery and/or non-delivery in the event of an act of God, action by any governmental or quasigovernmental entity, fire, flood, accidents, insurrection, riot, explosion, embargo, strikes (legal or illegal), labor or material shortage, transportation interruption of any kind, work slow down, or any other condition beyond the control of the Publisher affecting production or delivery in any manner.

M. All advertisements must be clearly identifiable as such with a trademark or signature of the advertiser. The word "Advertisement" may be placed with copy which in the Publisher's opinion resembles editorial copy.

N. Failure to make insertion orders correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice.

O. It is the responsibility of the advertiser and its agency to ensure that all inserts and other advertising comply with the U.S. postal regulations and other applicable Federal and State laws and regulations.

P. As used in this section entitled "General Conditions," the term "Publisher" shall refer to Northstar Travel Media.

Circulation Information

A. Mailed Periodicals class.

B. Editorial content deals with news about the development and servicing of travel everywhere in the world, including all phases of transportation, hotel facilities, sightseeing and related fields.

C. Distributed to travel agencies, corporate travel agencies, tour operators, and home-based independent agencies. Qualified recipients are presidents, owners, partners, vice presidents, managers, travel agents, travel consultants, homebased agency employees, home-based independent agents, outside sales/marketing directors/managers and sales representatives.

D. Distributed without charge by written request to qualified travel agency sales personnel in selected states. The cost of a print subscription to non-qualified subscribers is US \$129 or Can/Mex/\$169. Digital Issue \$75 for all geographical areas.