

Adventures NW magazine's race|play|experience calendar is a valuable resource for anyone living in or visiting the Pacific Northwest. It's available in a **quarterly print edition** and a **constantly updated online version** and is sought out by tens of thousands of readers throughout western Washington, lower British Columbia, central and eastern Washington, and subscribers nationwide.

To give optimal attention to events and businesses, ANW offers event organizers and general advertisers a variety of marketing and advertising/promotion options, but the most significant is the Winter / New Year /Annual Event Planner issue.

A variety of Event Listing options are available below, with Event Display Ad options (making the event eligible for a FREE Enhanced Listing) on page 2. To ensure ANW's readers have the most accurate info, please use ONE EVENT SUBMISSION FOR EACH EVENT you organize/promote. If you wish to submit or purchase **Basic or Enhanced Listings or Display or Web Ads for more than one event**, email alaine@adventuresnw.com to expedite the process and/or for more information—including discounts!

Check your listing(s) at www.adventuresnw.com to make sure any needed changes or updates are made—the online calendar is updated frequently; print will be updated per publication (for applicable listings).

NOTE: The race|play|experience calendar takes many hours to compile, design and keep current, so your understanding of the nominal cost to have your event(s) part of the calendar is appreciated. We also know you value the great promotional exposure ANW offers, and look forward to working with you as an advertiser!

PS: Any time you have a question, please email alaine@adventuresnw.com.

Thank you—from us and our readers—for your support of and involvement with *Adventures NW magazine!*

WINTER /NEW YEAR EDITION "2011 YEAR-END & 2012 ANNUAL EVENT PLANNER" EVENT SUBMISSION:

(Asterisked items will be included in all print listings; additional details and description will be based on purchase option chosen below.)

*Date (day of week, date, year) of event: _____

*Name of event (title sponsor name & "nth annual" not included in free listing): _____

* City of event: _____ * Event start time: _____

* Event phone: _____ * Simple web address: _____

FREE PRINT & ONLINE Calendar Listing: no description or logo; no hyperlink in online calendar

RUN San Francisco Marathon—San Francisco, CA 5:30am. 888-958-6668, thesfmarathon.com

ADD A DESCRIPTION! Depending on Listing type /word count as selected below, include such info as start/finish location, distance(s), course highlights, year for the event, price(s), beneficiary, title sponsor, special features, etc. What you include in a paid listing is your choice.

BASIC PRINT & ONLINE Calendar Listing: @ \$15 per Listing
Up to 15-word DESCRIPTION/no logo:

RUN The San Francisco Marathon—San Francisco, CA 5:30am. Run across Golden Gate Bridge, through Fisherman's Wharf/along the waterfront and through Golden Gate Park. 888-958-6668, thesfmarathon.com

ENHANCED PRINT & ONLINE Calendar Listing:
 @ \$50 per Listing, OR
 @ **FREE** with DISPLAY PRINT Ad (see p. 2):
 Up to 75-word DESCRIPTION/attach Color Logo:

RUN/WALK The San Francisco Marathon Events presented by WIPRO—San Francisco, CA 5:30am. Join 25,000 fellow athletes for a running event like no other! The course includes incredible scenery, taking runners across the Golden Gate Bridge, through Fisherman's Wharf, along the waterfront and Crissy Field, through Golden Gate Park, funky Haight-Ashbury and Mission neighborhoods and more! Choose from the Full Marathon, 2 Half Marathon Events, the 5k Run/Walk or the Munchkin Kids Fun Run. 888-958-6668, thesfmarathon.com



Remember to EMAIL COLOR EVENT LOGO image file with ENHANCED PRINT & ONLINE Calendar Listing submission.

If after print event submission deadline (Nov. 1), submit your info for the Online Only Annual Events Calendar. Reduced pricing for Online Only Listings will be applied; email for info.

SPECIAL DISPLAY AD PRICING FOR THE WINTER '11/12 | ANNUAL LOOK AHEAD EDITION ONLY

ALSO AVAILABLE

>>> FULL COLOR PRINT DISPLAY ADS:

SPECIAL PRICING WINTER '11-'12 ANNUAL 2012 LOOK-AHEAD PRINT RPE CALENDAR SECTION

Full page PREMIUM call for availability and pricing

Full page \$1,485

2/3 page \$1,090

1/2 page \$ 870

1/3 page \$ 595

1/4 page \$ 475

SPECIAL ADDED VALUE FOR CALENDAR PRINT DISPLAY ADVERTISERS:
Purchase a Print Display Ad in the Winter/New Year RPE Calendar and have it reprinted in the Online Calendar for FREE!

AND receive a FREE Enhanced Listing!

If after Print Display Ad deadline (Nov. 1), email for discounted Online Calendar (only) Display Ad pricing.

Orientation options and specs: email alaine@adventuresnw.com

OTHER ADVERTISING/PROMOTION OPTIONS

GEAR, GARB, GETAWAYS & MORE EMPORIUM Ad: ____ spots @ \$200 per 2.363" w x 3.125" h spot

Box WEBpage AD: _____ (indicate preferred months) @ \$50/month per 140x105 pixel ad

Banner WEBpage AD: _____ (indicate preferred months) @ \$100/month per pixel ad (*email for availability*)

PAYMENT/INFO

After you've selected one or more options from the above 2 pages, select your payment option below, and email this form and artwork (as relevant) to alaine@adventuresnw.com by November 1, 2011. Feel free to email with any questions!

Event Director or Ad Buyer Name: _____ Email: _____

Phone: _____ Fax: _____

Organization/Group or Business Name & Billing Address: _____

Email me a secure PayPal invoice (provide email if different than above): _____

Email me a .pdf invoice to be paid by check (provide email if different than above): _____

IMPORTANT INFO