

# Rate Card #11 – Effective for 2009 Issues

2009 RATES

## FULL RUN

Rate Base: 625,000

	Open	3 Times	6 Times	10 Times	12 Times	18 Times
<b>FOUR COLOR:</b>						
4th Cover	\$115,970	\$113,650	\$111,330	\$109,010	\$106,690	\$104,375
2nd Cover	98,790	96,815	94,840	92,865	90,885	88,910
Full Page	\$85,905	\$84,185	\$82,470	\$80,750	\$79,035	\$77,315
2/3 Page	68,725	67,350	65,975	64,600	63,225	61,855
1/2 Page	51,545	50,515	49,485	48,450	47,420	46,390
1/3 Page	34,360	33,675	32,985	32,300	31,610	30,925
1/6 Page	17,180	16,835	16,495	16,150	15,805	15,460
<b>BLACK &amp; 1 COLOR:</b>						
Full Page	81,610	79,980	78,345	76,715	75,080	73,450
2/3 Page	65,290	63,985	62,680	61,375	60,065	58,760
1/2 Page	48,965	47,985	47,005	46,025	45,050	44,070
1/3 Page	32,645	31,990	31,340	30,685	30,035	29,380
1/6 Page	16,320	15,995	15,665	15,340	15,015	14,690
<b>BLACK &amp; WHITE:</b>						
Full Page	77,315	75,770	74,220	72,675	71,130	69,585
2/3 Page	61,850	60,615	59,375	58,140	56,900	55,665
1/2 Page	46,390	45,460	44,535	43,605	42,680	41,750
1/3 Page	30,925	30,305	29,690	29,070	28,450	27,835
1/6 Page	15,465	15,155	14,845	14,535	14,230	13,920

**ADVENTURE TRAVEL DIRECTORY:** Display ads ( $\frac{1}{12}$  page) and classified ads available.

Call 212.610.5539 for details.

No charge for Bleed. Payment to publisher must be made by closing unless advertising is placed through an accredited agency. In such event, full payment is due in the month of issue. Agency Commission – 15%. No prompt payment discount allowed. For information on business reply cards, inserts or special configurations please contact your *ADVENTURE* representative.

**FOR MORE INFORMATION, PLEASE CONTACT YOUR ADVENTURE REPRESENTATIVE OR ASSOCIATE PUBLISHER PETER FISHER AT (310) 820-2177.**

NATIONAL  
GEOGRAPHIC

**ADVENTURE**

All orders for print advertising must be in written contract form or a signed letter on company letterhead by the agency placing the advertisement. For in-house advertising where no agency is involved, the orders must be in written contract form or a signed letter on the advertiser's company letterhead. Verbal reservations, orders or cancellations are not accepted. All written orders must follow the stipulations below:

- + Orders must specify the issue, edition, ad size, color and rates.
- + All orders must reflect the rates agreed to by the agency or the in-house client and the publisher prior to the submission of the document, and will be billed as such.
- + Placement of an insertion order with the publisher shall mean acceptance of all the terms and conditions of this rate card.
- + Disclaimers removing or limiting an agency's responsibility for payment, or any other terms in conflict with this rate card, are not accepted.
- + Agency waives any defense of sequential or conditional liability to timely payment.
- + Cancellations or changes will not be accepted after the published closing dates for each issue.
- + Any positions specified on contracts or orders, except covers, shall be considered requests only and not conditions of purchase.
- + Orders for second, third and fourth cover positions are non-cancelable within 60 days of the closing date for the issues specified.
- + The publisher is not responsible for errors in key numbers or reader service listings. Further, the publisher will not be responsible for consumer response to mailings sent out by users of this service, nor will the publisher in any way be held accountable for the number of or the rate of response in conjunction with this program.
- + Advertising orders for tobacco or firearms are not accepted.
- + Upon issuance of a new rate card affecting contracts already in force, insertions will be billed at the new rates corresponding to the contracted discount level.
- + Execution of an order is subject to publisher's approval of copy, including display, text and illustration.
- + The publisher will not be bound by any conditions, printed or otherwise, appearing on orders or copy instructions when such conditions conflict with the regulations set forth in this rate card.
- + Contracts must be completed within one year from the date of first insertion. Rate holders and short rates will be applied when applicable.

### Agency, Advertiser and Publisher Agreements

- + Rates and regulations are subject to change without notice.
- + Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond the publisher's control.
- + All advertisements are accepted by the publisher on the representation of the agency and the advertiser that both are authorized to publish *and authorize third parties to publish* the entire contents of the advertisement, *both in print versions of the publication and in any other media (including by way of example and not limitation electronic on-line delivery and microfilm, microfiche, or electronic archival reproductions and revisions of the publication).*
- + The advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents and employees against expenses (including legal fees) and losses resulting from the publication of any advertisement including, without limitation, claims or suits for libel, violation or right of privacy, copyright infringement or plagiarism.
- + Any insertion of advertising made by the agency represents an acceptance by the agency and the advertiser of all the conditions of the rate card applicable to the issue in which the insertions are published.