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2016 Advertising Deadlines, Rates and Policy for Columbus Outdoors

The monthly publication of Columbus Outdoor Pursuits

- Advertising is accepted upon prior arrangement with the Editor. Email or call before sending so we know to expect it.
- Ads in **PDF** (embed all fonts, send in actual size, -see sizes below) **TIFF, PNG** or **JPEG** format (minimum 300dpi, actual size) can be emailed to the Editor. **Paper ads must be camera-(scanner) ready** and sent to the COP Office (address is above).
- All ads must be received by the Editor, or the COP office, by 11:59pm on the posted deadline. If the editor must add design work to your submission, you will be billed at \$35.00 per hour for the time.
- Because we no longer mail Columbus Outdoors under a non-profit postal permit, we no longer need to avoid ads banned by the United States Postal Service. We can now run advertisements for most anything we choose. However, *we reserve the right to refuse ads based on content.*

Charity events, where the event is being run by the Charity are allowed.

Charity events, where the event is being run for profit and only part of the profit is going to the charity *are not allowed.*

The admission of an advertisement and/or content in violation of COP guidelines does not obligate Columbus Outdoor Pursuits to continue to run advertisements /content in violation of those guidelines.

In other words, sometimes we make mistakes in spite of our good intentions. We try not to repeat these mistakes; after all, there are so many new ones to be made.

- When space is limited, preference is given to **Ads for goods or services that are “substantially related” to our mission - We Provide Outdoor Adventure Through a Social Learn+Do Approach.**
- When you send your ad, please include a name and address for us to send your invoice. Also, let us know which months you want the ad to run. We will bill you for the months you specify. Billing is usually done quarterly. Please make checks payable to Columbus Outdoor Pursuits.

Issue Month	Deadline	Focus	Issue Month	Deadline	Focus
January	December 15	Big 4 Bike tours	July	June 15	Unlimited
February	January 15	Boating	August	July 15	Unlimited
March	February 15	Bicycling	September	August 15	Hiking
April	March 15	Backpacking	October	September 15	Membership
May	April 15	Climbing	November	October 15	Winter Activities
June	May 15	Unlimited	December	November 15	Unlimited

Size	Measurements	Cost per Month	Per Quarter
Business Card	3 ½” wide x 2” high	\$9.00	\$ 27.00
1/6 page	2 ½” wide x 4 ¾” high	\$16.00	\$48.00
1/4 page	3 ¾” wide x 4 ¾” high	\$25.00	\$75.00
1/3 page	2 ½ “ wide x 10 ¼ high	\$34.00	\$102.00
1/2 page	7 ¾” wide x 4 ¾” high	\$50.00	\$150.00
Full page *	7 ¾” wide x 10 ¼ high	\$100.00	--

Circulation: *Columbus Outdoors* is published every month and a link is emailed to our 1800 members, plus 50 Bike Shops and Outdoor Stores in Central Ohio. The current edition is posted on our website homepage for anyone and everyone to read.

Ann Gerckens, Editor
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March 9, 2016