

PARACHUTIST | ADVERTISING RATE CARD

GENERAL INFORMATION

- Published monthly
- Circulation: 40,000 USPA members
- Approximately 6,220 overseas readers
- Lowest cost per reader of any aviation sports magazine

FREQUENCY DISCOUNTS

Frequency discounts are offered to advertisers running in four or more issues within a 12-month period. Discounted rates are offered for frequencies of 4-11 times and 12 times within a 12-month period. (Note: Ads need not run in consecutive months to earn the frequency discount, but must run within a single 12-month period.)

RESERVATION GUIDELINES

Reservations: A completed Advertising Insertion Form must accompany any ad space request. One form may be submitted for multiple months of advertising.

Confirmation: Confirmation of receipt will be given for all space reservations and artwork submissions. If no confirmation is received within 48 hours, contact the publisher.

Late Art Fees: New artwork or resubmissions arriving after the deadline will incur a late fee of \$65.

Any artwork arriving after the fifth of the month (or the following business day if the fifth falls on a weekend or holiday), if accepted, will incur a late fee of \$130.

Artwork Not Received: If an advertiser reserves space but fails to send new artwork by the materials deadline, the publisher may run the most recently published ad or a USPA ad in its place, at the advertiser's cost.

POSTION REQUESTS AND INSERTS

Position Requests: Add 5%. Includes front half of the magazine (for one-half page ads and larger), left or right page or adjacencies. Paid placement requests are filled on a first-come, first-served basis, but every effort is made to accommodate as many requests as possible.

Inserts: Add \$300. To insert or blow-in your pre-printed flyer, sticker or other ad material, add to nearest-sized-display-ad rate. Minimum 3.5"x5"; 7pt., 75# weight stock. Consult publisher at least 60 days in advance of the cover date for details.

PAYMENT

Payment Methods: VISA, MasterCard, Discover, check.

Billing Dates: Advertising is billed 45 days prior to the cover date (for example, January 15 for the March issue).

Standard Terms: Pre-payment is required to reserve space for all advertising, except by individual arrangement with the publisher for credit terms.

Cancellations: Insertion orders canceled 35 days or less in advance of the cover date will receive credit or a refund for that order, less a 15% cancellation fee.

Late Fees: Payments received past deadline will incur a late fee of 6% of the total cost of the ad.

Indebtedness of USPA members for unpaid advertising may be grounds for membership termination, according to the terms of the USPA By-Laws. to send new artwork by the materials deadline, the publisher may run the most recently published ad or a USPA ad in its place, at the advertiser's cost.

PAID EVENT LISTING

Rates: \$15 per event each month. Final event listing will be edited to match Parachutist format. USPA Group Members receive two listings per month free of charge.

DESIGN SERVICES

Parachutist offers limited design services billed on an hourly basis, with a minimum half-hour charge for all jobs. Design services start at \$50 per hour. Contact for availability.

DEADLINES

Issue	Reservation	Artwork
January	15-Nov	1-Dec
February	15-Dec	1-Jan
March	15-Jan	1-Feb
April	15-Feb	1-Mar
May	15-Mar	1-Apr
June	15-Apr	1-May
July	15-May	1-Jun
August	15-Jun	1-Jul
September	15-Jul	1-Aug
October	15-Aug	1-Sep
November	15-Sep	1-Oct
December	15-Oct	1-Nov

PRINT MAGAZINE RATES

Size	Dimensions W x H (in.)	1-3x	4-11x	12x
2-Page Spread	17.75 x 11.0625	\$2820	\$2685	\$2485
Back Cover*	9 x 11.063	\$1855	\$1765	\$1620
Inside Covers**	9 x 11.063	\$1880	\$1780	\$1640
Full Page	9 x 11.063	\$1505	\$1425	\$1330
2/3 Page	4.75 x 9.813	\$1105	\$1050	\$985
1/2 Page H.	7.25 x 4.719	\$920	\$885	\$825
1/3 Page S.	4.75 x 4.719	\$575	\$545	\$515
1/3 Page V.	2.25 x 9.813	\$575	\$545	\$515
1/6 Page H.	4.75 x 2.167	\$335	\$320	\$310
1/6 Page V.	2.25 x 4.719	\$335	\$320	\$310
1/12 Page	2.25 x 2.167	\$105	\$105	\$105

* Refer to Back Cover template for design specifications at parachutist.com/p/Advertising.

** Includes the inside front cover, page 1, page 5 and the inside back cover.

DIGITAL RATES | Parachutist.com

Ad Size	Width	Height	CPM
Banner	1400 px	370 px	\$7.50
Block	330 px	420 px	\$4.50

Effective 09/20

MECHANICAL REQUIREMENTS

Ads Not Conforming to Size

The publisher reserves the right to re-size any non-conforming ad to fit.

Preferred Materials

Ads must be submitted in acceptable electronic format (see below), with no further composition required. Film negatives are not accepted.

Any costs incurred by the publisher, such as electronic formatting, other additionally billed printer costs, or other service bureau charges will be assessed directly to the advertiser.

Partial-page Requirements

Any partial-page ad must have a border. If there is none, the publisher will add one.

File Types Accepted

Supply **300 dpi minimum** PDF (PDF/X-1 a:2001), EPS, JPG or TIFF files. For types of files not listed, contact the publisher.

Important Information

All fonts should be embedded or turned into outlines.

CMYK ONLY. Artworks with Pantone colors WILL NOT be accepted.

The density of four-color ink coverage should be no greater than 250 percent. publisher and printer cannot accept responsibility for color matching or content without an accurate hard-copy color proof.

For "Super Black" please use one of the following CMYK formulas: C-50, M-40, Y-40, K-100 or C-100, M-0, Y-0, K-100.

Orientation

Ads may be oriented horizontally or vertically. Requests for upside-down ad orientation will not be honored. If an ad contains upside-down elements, orientation is at the discretion of the publisher.

Storage of Materials

It is the responsibility of the advertiser to maintain a copy of all art submitted. The publisher will store all electronic ad submissions for six months after the cover date of its last use, but cannot be responsible for lost or damaged files or media. Submission of art or files to other publications is the responsibility of the advertiser.

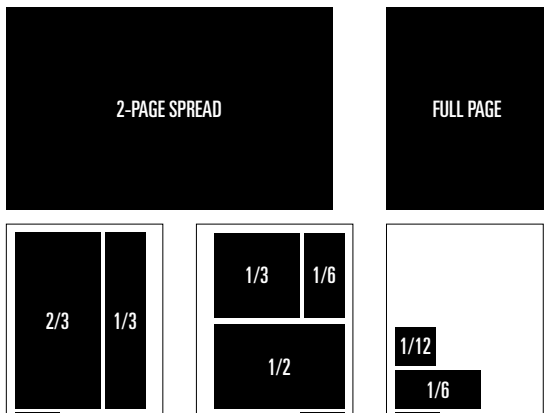
SHIPPING AND FILE INSTRUCTIONS

Send all advertising materials and payment to:

United States Parachute Association

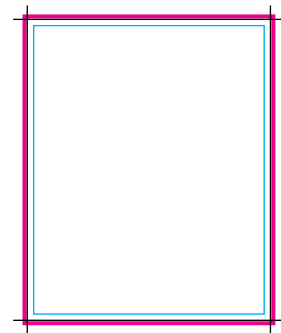
5401 Southpoint Centre Boulevard
Fredericksburg, VA 22407

(540) 604-9740
communications@uspa.org
parachutistonline.com



PUBLISHING TERMS AND AGREEMENTS

1. Indebtedness of USPA members for unpaid advertising may be grounds for membership termination, according to the terms of the USPA by laws.
2. Advertisements are accepted with the understanding that the advertiser or agency representing the advertiser has the right to publish the contents of the ad. The advertiser assumes all liability for content, including representation, illustrations and human likenesses. The advertiser also assumes responsibility for any claims arising there from and/or made against the publisher.
3. The publisher reserves the right, but is under no obligation, to reject or cancel advertising that is considered inappropriate for publication in *Parachutist* including but not limited to advertising depicting practices or offering merchandise that is obscene, political in nature, inconsistent with USPA policies, or, in the publisher's opinion, in poor taste.
4. All cancellations made 31 days or less in advance of the cover date will receive credit or a refund for that order, less a 75% cancellation fee.
5. No conditions other than those set forth in this rate card shall be binding on *Parachutist* unless specifically agreed to in writing by the publisher.
6. Positioning of advertisements is at the discretion of the publisher, and paid special placement requests cannot be guaranteed.
7. Two or more businesses, regardless of common ownership, may not cooperatively advertise to earn a discount. However, an advertiser may promote more than one business in a single advertisement (one contained within a single border). No more than one bill or statement will be sent for each advertisement.
8. First-class copies of the magazine are mailed to all advertisers running ads of 1/6 page or larger.
9. The advertiser must submit files that are free from any destructive electronic coding (virus, etc.) and accepts responsibility for any charges incurred for damage or repair resulting from a destructive file. However, the publisher is responsible for operating and maintaining up-to-date standard virus protection.
10. Rates and conditions are subject to change without notice.



Bleed: .125"

Trim Size: 8.75" x 10.8125"

Safe Area: .25" from trim

Ad Size	Width x Height	With Bleed
2-Page Spread	17.5" x 10.8125"	17.75" x 11.0625"
Full Page (+ covers)	8.75" x 10.8125"	9" x 11.0625"
2/3 Page	4.75" x 9.183"	No Bleed
1/2 Page Horizontal	7.25" x 4.719"	No Bleed
1/3 Square	4.75" x 4.719"	No Bleed
1/3 Vertical	2.25" x 9.813"	No Bleed
1/6 Page Horizontal	4.75" x 2.167"	No Bleed
1/6 Page Vertical	2.25" x 4.719"	No Bleed
1/12 Page	2.25" x 2.167"	No Bleed

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