



# Holidays

## GENERAL ADVERTISING RATES (EFFECTIVE JANUARY 2008)

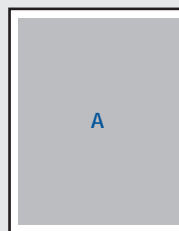
	1X	3X	6X
<b>Black &amp; White</b>			
Full Page	\$1880	\$1626	\$1401
2/3 Page	\$1515	\$1208	\$1058
1/2 Page	\$1058	\$882	\$735
1/3 Page	\$735	\$645	\$565
1/6 Page	\$402	\$347	\$311
<b>Two-Color</b>			
Full Page	\$2221	\$1916	\$1691
2/3 Page	\$1737	\$1420	\$1274
1/2 Page	\$1213	\$1025	\$916
1/3 Page	\$816	\$728	\$646
<b>Four-Color</b>			
Full Page	\$2448	\$2067	\$1842
2/3 Page	\$2046	\$1533	\$1389
1/2 Page	\$1289	\$1119	\$953
1/3 Page	\$903	\$805	\$722

Advertising agencies receive a 15% discount.

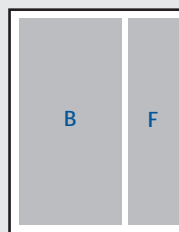
For special positions, inserts, or outserts\*, please contact Janet VanBibber (805) 522-0144. \*Magazines are polybagged.

Cancellations must be made by closing date. All advertisers are subject to short rate invoicing if contract is not fulfilled.

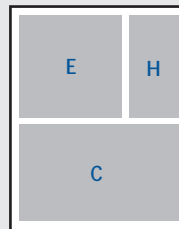
## AD DIMENSIONS (inches)



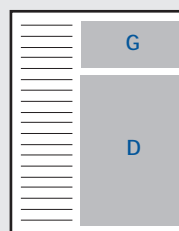
A. Full Page 7-3/8 x 10-1/8



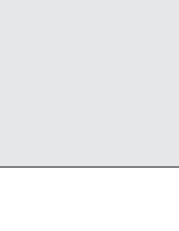
B. 2/3 (Vertical) 4-1/2 x 9-5/8



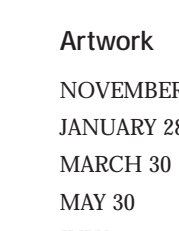
C. 1/2 (Horizontal) 7 x 4-5/8



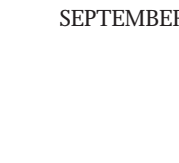
D. 1/2 (Vertical) 4-1/2 x 7-1/4



E. 1/3 (Horizontal) 4-1/2 x 4-3/4



F. 1/3 (Vertical) 2-1/4 x 9-5/8



G. 1/6 (Horizontal) 4-1/2 x 2-1/4



H. 1/6 (Vertical) 2-1/4 x 4-3/4

### Ad Specifications:

Trim size: 7-7/8 x 10-5/8

Bleed size: 8-1/8 x 10-7/8

Live matter size: 7-3/8 x 10-1/8

Bleed ads will have 1/8-inch trimmed off top, bottom, and outside edge (saddle stitched).

Ads that refer to (or include a photo of) a brand of RV must be brand specific to the publication.

### Digital Files Required:

Preferred formats: PDF, JPG or TIFF.

Please send ad file CMYK at 300 dpi

(Press Ready) with embedded fonts.

### E-mail to:

karly.barrett@monacocoach.com

Upload to: ftp://janetvanbibber.biz

(call for ID and password)

Send to: Karly Barrett

Monaco Coach Corporation

91320 Industrial Way

Coburg, OR 97408

Phone: (541) 681-8177

## ISSUE (HOLIDAYS)

JANUARY / FEBRUARY  
 MARCH / APRIL  
 MAY / JUNE  
 JULY / AUGUST  
 SEPTEMBER / OCTOBER  
 NOVEMBER / DECEMBER

## DEADLINES

### Closing

NOVEMBER 15  
 JANUARY 15  
 MARCH 15  
 MAY 15  
 JULY 15  
 SEPTEMBER 15

### Artwork

NOVEMBER 30  
 JANUARY 28  
 MARCH 30  
 MAY 30  
 JULY 30  
 SEPTEMBER 30

### Mailed (Approx.)

FEBRUARY 1  
 APRIL 1  
 JUNE 1  
 AUGUST 1  
 OCTOBER 1  
 DECEMBER 1