

Circulation

Average 115,000
National distribution
Frequency: 4X annually
Subscription Price: \$19.75/year

General Advertising Rates

	B&W	4/C
2-Page Spread	\$11,230	\$16,730
Full Page	\$ 5,620	\$ 8,370
2/3 Page	\$ 4,550	\$ 6,680
1/2 Page	\$ 3,640	\$ 5,480
1/3 Page	\$ 2,280	\$ 3,340
1/6 Page	\$ 1,230	\$ 1,700

Premium Positions

Inside Front Cover	\$10,260
Inside Back Cover	\$10,050
Back Cover	\$10,470
Other special positions add 10%	

Bleed: add 15%

Combination Rates: On request with *Vacations* and *Where to Retire*

Frequency Discounts

4% for 2X
6% for 3X
10% for 4X

Discounts apply to display advertising only and are not combinable with promotional rates or discounts. All space must be taken within a 12-month period

Inserts: Rates available on request for inserts, gatefolds and bind-in cards.

Agency Commission

Standard 15% commission to recognized agencies on display ad rates shown above.

Vacation Planning Guide

The Vacation Planning Guide is a reader service section. Each ad receives a reader service number that readers can use to request information from advertisers using a bound-in reader service card.

Vacation Planning Guide advertisers are listed on the "Free Info" page in the magazine and on Travel50andBeyond.com.

Publisher supplies mailing labels and hard copy of

respondents' names and addresses.

Publisher can supply names and addresses electronically as an ASCII text file via email.

Vacation Planning Guide Ad Rates

All Vacation Planning Guide rates shown below are NET.

Plan AA

Six ads per page, 4/C image and up to 75 words of copy:
1X rate \$1,780 net per insertion
4X rate \$1,610 net per insertion

Plan A

12 ads per page, 4/C image and up to 30 words of copy:
1X rate \$ 990 net per insertion
4X rate \$ 870 net per insertion

Plan B

24 ads per page, B&W logo and up to 30 words of copy:
1X rate \$610 net per insertion
4X rate \$550 net per insertion

Vacation Planning Guide Ad Materials

Images supplied digitally are preferred. Please see Digital Specifications. Images and copy for planning guide can be sent on disk to the address below or via email to: dhart@Travel50andBeyond.com.

When supplying brochure covers, photographs or slides, publisher will make a color scan at no additional charge.

Publisher does not provide proofs of Vacation Planning Guide ads.

General Conditions

Publisher reserves the right to exclude any advertisement that in his opinion does not conform to the standards of the publication. Rejection may be based on the product to be advertised or on the arrangement, text, or illustrations proposed.

Only those conditions appearing in the publisher's acceptance of advertising orders are binding upon the publisher. Positioning not guaranteed. No cancellations accepted after closing date. Covers are non-cancellable.

2010 Publishing Calendar

Issue	Mail Date	Closing Date
Winter	12/29/09	10/29/09
Spring	02/26/10	02/28/09
Summer	04/28/10	02/26/10
Fall	08/27/10	06/28/10
Winter 2011	12/29/10	10/29/10

Mechanical Requirements

Travel 50 & Beyond is produced computer-to-plate, printed web offset, saddle-stitched, three columns to a page.

Space	Live Area	Bleed	Trim
2-Page Spread	15 1/2" X 10"	16 5/8" X 11 1/8"	16 3/8" X 10 7/8"
Page	7" X 10"	8 7/16" X 11 1/8"	8 3/16" X 10 7/8"
2/3 page	4 5/8" X 10"	5 3/8" X 11 1/8"	5 1/8" X 10 7/8"
1/2 page, horiz.	7" X 5"	8 7/16" X 5 5/8"	8 3/16" X 5 7/16"
1/2 page, island	4 5/8" X 7"	5 3/8" X 7 5/8"	5 1/8" X 7 3/8"
1/2 page, vertical	3 1/2" X 10"		
1/3 page, vertical	2 1/4" X 10"		
1/3 page, square	4 5/8" X 4 7/8"		
1/6 page, vertical	2 1/4" X 4 7/8"		

*Keep live matter and type 3/4" from gutter on both pages.

Digital Specifications

Accepted media: CD, DVD, ZIP, 3.5" diskette.

We cannot accept display ad materials via email. PLEASE DO NOT SEND DISPLAY AD MATERIALS VIA EMAIL.

Software file formats supported:

Layout: Quark Xpress 8, Adobe InDesign CS4
Image editing: PhotoShop CS4
Illustration: Adobe Illustrator CS4
Press-Ready PDF files

Microsoft software is not supported. DO NOT SEND Microsoft files.

Include all fonts, both screen and printer, used in the ad. Do not embed type. Do not use TrueType fonts. Include all graphics and original art incorporated in the ad. Images must be at least 300 dpi. Save images as CMYK or Grayscale. Convert RGB images to CMYK. Convert spot colors to CMYK. Include trapping. Use only EPS or Tiff files. JPEG is not supported.

InDesign files must be accompanied by a press-ready PDF. PDF files need to contain 1/8" bleed outside trim. Files should not contain spot or RGB colors.

Supply a SWOP-calibrated contract color proof at 100% of size with color bar. Send only files required for the current issue ad. Include trim, bleed, center marks in all separations. Keep all crop and register marks 1/4 inch outside magazine trim size. We do not return materials unless specified.

For more detailed specifications, contact Dave Hart at Vacation Publications, (713) 974-6903. Or go to: www.Travel50andBeyond.com/admat/online and click on Digital Specifications.

Send materials to:

Dave Hart
Travel 50 & Beyond
5851 San Felipe St., Suite 500
Houston, TX 77057

(713) 974-6903
FAX (713) 978-6003