



Connecting People with Nature since 1920

New York-New Jersey Trail Conference 2018 Trail Walker Advertising

About Trail Walker and the People Who Read It

Trail Walker is the New York-New Jersey Trail Conference's quarterly newsletter. It's all about the people who love, use, build, maintain, map, and support trails from New York City to Albany, the Delaware Water Gap to the Taconics and beyond. Each issue is filled with news and features on the region's trails and parks, updates on open space issues, and stories about the Trail Conference volunteers who are committed to educating and assisting the public in the safe, enjoyable, and responsible use of trails.

We put Trail Walker in the hands of more than 11,000 outdoor-loving people with a passion for adventure. Over 6,000 copies are sent to subscribers via U.S. mail, and an additional 5,000 complimentary copies are distributed to shoppers at prominent outdoor retail stores and events in the greater New York metropolitan area. Trail Walker is also accessible to the public as a free download on our website, nynjtc.org.

The Trail Conference is a volunteer-powered, member-supported 501c3 that is the region's leading organization dedicated to building, maintaining, and protecting trails and the lands they traverse. By advertising in Trail Walker, you will connect with the region's most loyal outdoor enthusiasts and advocates and be seen as a supporter of the 2,400 Trail Conference volunteers who donate more than 104,000 service hours annually.

For more information, contact:

Jennifer Zack, Membership and Development Manager
jennifer@nynjtc.org or 201.512.9348 ext. 824

Trail Walker Ad Size and Price Options

OPTION A: 1 column x 5 inches (1.775"w x 5"h)

Full Color \$288 (1 issue) \$552 (2 issues) \$810 (3 issues) \$1,036 (4 issues)

OPTION B: 2 column x 2.4 inches (3.8"w x 2.4"h)

Full Color \$298 (1 issue) \$580 (2 issues) \$858 (3 issues) \$1100 (4 issues)

OPTION C: 3 column x 2.4 inches (5.825"w x 2.4"h)

Full Color \$396 (1 issue) \$760 (2 issues) \$1,116 (3 issues) \$1,424 (4 issues)

OPTION D: 2 column x 5 inches (3.8"w x 5"h)

Full Color \$495 (1 issue) \$950 (2 issues) \$1,395 (3 issues) \$1,780 (4 issues)

OPTION E: 3 column x 5 inches (5.825"w x 5"h)

Full Color \$620 (1 issue) \$1,190 (2 issues) \$1,740 (3 issues) \$2,190 (4 issues)

Several other ad dimension options are available. Please call 201.512.9348 x 813 for details.

Ad Deadlines

February 15: April/May/June issue

May 15: July/August/September issue

August 15: October/November/December issue

November 15: January/February/March issue



Trail Walker Print Specifications

Read the following information carefully. If digital ad files supplied deviate from the guidelines, we cannot guarantee accurate reproduction and additional fees may apply.

Trail Walker is created on a Mac platform.

It is recommended that a hardcopy proof be submitted with all ads (a color proof with color ads). Ads should follow size and color specs submitted on contract.

Mode

CMYK or Greyscale. No RGB files. The conversion of any images submitted in RGB format into CMYK format may result in inferior color quality and additional fees.

File Formats

Trail Walker supports the following file formats: PDF, EPS and TIFF (NOT Tiffit). Files must either be Adobe InDesign files with fonts and images all supplied as compressed .zip archive file, or they must be cross-platform files such as .tif, .jpg, or compressed .eps files. Adobe Illustrator files are acceptable if art is not embedded and fonts are converted to outlines. Adobe Photoshop files accepted if all layers are flattened and text rasterized to 600 dpi. Microsoft files are not accepted for ads.

PDFs

Trail Walker prefers ads submitted in a PDF format. Embed all fonts and save as press ready or high resolution file (at least 300 dpi – dots per inch).

Images

Photos should be processed at a resolution of no less than 300 dpi at 100% of desired printing size. Do not send low-resolution artwork or images (such as Internet graphics). They will appear fuzzy or pixelated when printed.

Line-art (bitmapped logos or scanned text)

Provide digital file at a resolution of 600–1200 dpi at 100% of desired printing size. Vector art saved as an .eps also is acceptable.

Fonts

Use true fonts. Do not use the style menu to create bold and italic versions of fonts. If you use fonts in this manner, you waive your right to contest font usage.

File Submission

Files under 5mb can be emailed to tw@nynjtc.org. Include contact information, ad color space, column width, ad height, number of issues and starting issue.

Graphic Design Services

Ad creation and/or modification is available for a fee. These services must be requested by the deadlines listed above. Email tw@nynjtc.org for more info.

