



SHOP AMERICA MAGAZINE — REACH 100,000+ DOMESTIC AND INTERNATIONAL VISITORS, TOUR OPERATORS AND TRAVEL PARTNERS WITH THE ONLY PUBLICATION FOR TRAVELERS WHO LOVE TO SHOP!

- Distributed to thousands of AAA members throughout the USA and Canada through an exclusive distribution agreement with AAA/CAA clubs.
• UK CONSUMER DISTRIBUTION — Essentially America, the UK's leading consumer magazine dedicated to travel and lifestyle in the U.S.A. Distribution is 50,000 with a readership of more than 110,000!
• ENHANCED LATIN AMERICAN CONSUMER DISTRIBUTION — SWISHY, the hip, upscale publication for the traveling woman. Distribution is 25,000 at more than 500 retail locations in Mexico and Latin America, the region's premier five-star hotels and resorts and in-flight on some of the world's leading airlines.
• Stylish and savvy layout and editorial showcases GREAT SHOPPING DESTINATIONS along with travel and shopping news.
• View and Download SHOP AMERICA Magazine online at ShopAmericaTours.com reaching visitors from more than 100 countries with each issue.



SHOP AMERICA MAGAZINE — WE'VE GOT SHOPPERS IN THE BAG!

2009 ISSUES.....FALL/HOLIDAY

Advertising Space Reservations Deadline ..... July 17, 2009
Materials Camera Ready Deadline ..... July 31, 2009
Distribution date..... September 15, 2009

DISTRIBUTION:

25,000 - North America Distribution (AAA/CAA Clubs, Direct Mail and Select trade shows)
50,000 - Essentially America (UK consumer distribution)
25,000 - Swishy (Mexico and Latin America consumer distribution)
Total = 100,000 + consumers and travel trade



special offer
SHOP AMERICA
ALLIANCE MEMBERS
10% Discount

DMO SPECIAL BONUS

Free Editorial Page highlighting the great Shopping Destinations in your region with a full page facing ad.

Shopping Sections can be produced and reprinted cost effectively. Ask your sales representative for more details.

## AD RATES - FOUR COLOR

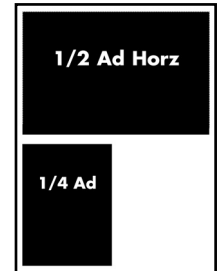
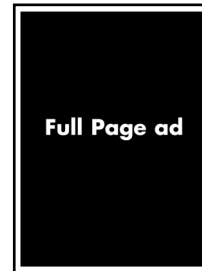
SIZE	1x RATE	2x RATE
Inside front cover .....	\$8,680	\$7,615
Inside back cover .....	\$8,680	\$7,615
Back cover .....	\$8,925	\$7,895
Full page .....	\$6,895	\$6,585
1/2 Page .....	\$4,150	\$3,925

Premium placement add 15% to above rates.  
 Premium placement is reserved for current dues paid Shop America Alliance members.

**General advertising policy:** Publisher reserves the right to reject any advertising. Advertisers assume liability for all content of advertising published, and for any claims arising from the advertising. Publisher reserves the right to place the word "advertisement" on ads which, in the publisher's opinion, resemble editorial matter. Cancellations accepted only in writing prior to space close. Rates subject to change with 90 days written notice.

## AD SPECS & SIZES

BLEED ADS			NON BLEED ADS		
Space	Width	Height	Space	Width	Height
2-Page spread (US)	16.25	10.875	Full Page (US)	7.375	10.125
2-Page spread (UK)	16.4	11.7	Full Page (UK)	7.45	10.95
Full Page (US)	8.125	10.875	1/2-Page horizontal (US)	7.375	4.875
Full Page (UK)	8.2	11.7	1/2-Page horizontal (UK)	7.45	5.29
1/2-Page horizontal (US)	8.125	5.25	1/4-Page (US)	3.5	4.875
1/2-Page horizontal (UK)	8.2	5.66	1/4-Page (UK)	3.54	5.29



**BLEED-** add .125" to all four sides for safety  
**LIVE AREA** - .25" in from trim on each of the four sides

### ALL ADS MUST BE SUBMITTED IN TWO DIFFERENT SIZES:

one for a 8.125" x 10.875" magazine distributed in U.S. and Latin America and one for a European Standard A4 (8.2" x 11.7") magazine distributed in the UK. Advertisers may provide additional ad material in Spanish for Swish insertion.

## DIGITAL SPECIFICATIONS

### Material Information

For Display Ads. Digital File Requirements:  
 Acceptable programs include: Quark, PhotoShop, Illustrator or PDF files. All images must be 300 dpi or greater. Disks should include both screen and printer fonts. A color proof must accompany all ads. Changes to submitted ads are subject to additional cost to be incurred by the advertiser.

### Shipping Information

All materials must be at Skies America in Beaverton, Oregon, on or before closing date.

Send all art materials, and electronic files and final proof to:

### Cindy Pike

**Skies America Publishing Company**  
 9655 SW Sunshine Ct., Suite 500  
 Beaverton, OR 97005  
 Phone: 503/520-1955 ext. 154

Ads and Advertorial materials sent by e-mail should go to [cindyp@skies.com](mailto:cindyp@skies.com).

### FTP Address

Server / Host: <ftp.skies.com>  
 User Name / User ID: [ads@skies.com](mailto:ads@skies.com)  
 Password: [skiesads](#)  
 Path / Directory: [TheCulturalTraveler](#)

\*Please do not include spaces or symbols other than underscores in file names. You must notify [cindyp@skies.com](mailto:cindyp@skies.com) after your files have been transferred.

\*\*FTP access not available through Internet. Search Internet for FREE FILE TRANSFER or FTP software