

# BALLOON LIFE®

## Advertising Rates Effective January 1, 1999

Insertion Size	Rates for insertion per issue 12 month annual contract		Rates for insertion per issue single issue		Mechanical Requirements
	BLACK/WHITE	COLOR	BLACK/WHITE	COLOR	
FULL PAGE	\$190	\$380	\$250	\$450	7.25" x 10" 8.5"x11" Full Bleed
2/3 PAGE	135	325	170	395	4.75" x 10" 7.25" x 6.56"
1/2 PAGE	105	295	135	360	3.5" x 10" 7.25" x 4.875"
1/3 PAGE	75	265	110	335	2.25" x 10" 7.25" x 3.125"
1/4 PAGE	60	250	85	310	3.5" x 4.875"
1/6 PAGE	50		75		2.25" x 4.875"
INSIDE COVER				500	FRONT or BACK
OUTSIDE COVER				650	BACK

**DEADLINE:** 1st of month one month preceding month of insertion.  
Example: Insertion in March issue, deadline February 1st.

All advertising rates are quoted digital or camera-ready copy. Full color art must include color separations. If submitting ad in digital format contact the editor for exact specifications.

Color separations, art work, and special effects are available. Quotations are available on request. Trim size is 8.5" x 11" for Full Bleed ads, contact editor for bleed sizes on less than full page ads. Mechanical Requirements: 150 Line Screen (133 acceptable). Film: Right Reading Emulsion Down

Payment for advertising space is due upon placement of the written insertion order. Advertisers on an annual contract may place additional advertisements in any issue at the annual (12X) rate.

**BALLOON LIFE** reserves the right to edit or reject, at its option, any advertisement.

No advertisement will be placed without a written insertion order. The advertiser is responsible for notifying **BALLOON LIFE** of their advertising plans or any changes (prior to insertion deadline).

See separate sheet for information on **BALLOON LIFE MARKETPLACE**.

2336 47th Ave SW, Seattle, WA 98116-2331 • (206) 935-3649 • Fax (206) 935-3326  
e-mail: [tom@balloonlife.com](mailto:tom@balloonlife.com) • Internet <http://www.balloonlife.com/>

# BALLOON LIFE<sup>®</sup>

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## ***BALLOON LIFE MARKETPLACE***

The Balloon Life Marketplace is a listing of products and services available for ballooning. It provides advertisers with a low-cost advertising alternative and our readers with an easy reference guide.

**FORMAT:** The standard format includes a product identification, a 60 word descriptive ad, and a company name, address, and telephone number.

Advertisers may choose among categories already in use, or they may create their own. Display advertisers can cross-reference their current ad to the Balloon Life Marketplace for increased exposure.

**RATES:** Listings are accepted for a three-time consecutive insertion at a rate of \$60. We offer a six-time insertion at \$100 and a twelve-time insertion at \$160. Listings must be prepaid upon submission of ad copy.

**DEADLINE:** The first of the month, one month preceding the issue date in which the first insertion will appear.

### ■ **MAGAZINES**

#### ***BALLOON LIFE***

The first monthly magazine dedicated to the sport of ballooning, offers a comprehensive view presented in an informative and timely manner. Each month pictures, graphics, charts, and side bars present the information you need to stay up-to-date. Monthly columns include legal issues, flying experiences, events, interviews, question & answers, plus more. Subscription is \$30 per year (12 issues).

*Balloon Life Magazine*, 2336 47th Ave SW, Seattle, WA 98116. Phone 206-935-3649, Fax 206-935-3326, email: tom@balloonlife.com

### **Possible Categories**

**BOOKS**

**FANS**

**REPAIR STATIONS**

**BALLOON DEALERS**

**EQUIPMENT**

**PROFESSIONAL PILOTS  
WANTED**

**COLD AIR AND HELIUM  
INFLATABLES**

**PINS**

**BALLOON ACCESSORIES**

***MAKE UP YOUR OWN***

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