

Mechanical Specifications All figures in inches
Format: 4-column tabloid, 2.3125 column, .1667 gutter
Page size: 10.75w X 16.5h **Page image size:** 10w X 15.5h

Display ad sizes	Width	Height
Double truck	20.5	15.5
Full page	10	15.5
1/2 page	10	7.5
or	7.5	10
Back page	7.25	9.5
3/8 page	10	6
1/4	10	3.75
or	4.8	7.75
1/6	4.8	6
1/8	4.8	3.75
1/16	4.8	1.8
or	2.4	3.75

Deadlines

15th of month, prior to publication

Ad Proofs

Available by email PDF or fax on request

Tearsheets

Available on request with billing. Advertisers also receive courtesy subscription during term ad runs.

Preferred Electronic Formats

We prefer to receive prepared ads by email in Portable Document Format (PDF). Email us at adv@rhtrav.com. For large files, please email us instructions for downloading from your site or call for instructions to upload to our site.

Copyright

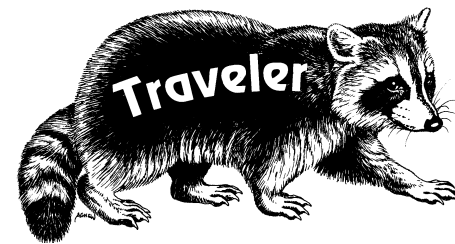
Advertising appearing in Traveler is copyrighted, either by the advertiser or Traveler. Permission is not needed from Traveler by advertisers to copy and reproduce their ads as they wish.

River Hills Traveler



Advertising Rates & Information

Effective Oct. 1, 2009



*Journal of the Wettest, Wildest,
Most Scenic & Historic Part of Missouri*