

## OUTDOOR RETAILER

# MEDIA KIT

# ABOUT THE DAILY

Produced by the Outdoor Retailer team in partnership with SNEWS, The Daily covers new product reviews, new exhibitor profiles, news from the show floor, events, education, editor gear picks and party pics every day of the show.

- ▶ *It's the official show daily for Outdoor Retailer*
- ▶ *The digital version receives more than 600,000 online impressions\**
- ▶ *Your opportunity to influence the influencers—retailers, buyers, suppliers and media*



*\*Data from  
Google  
Analytics*

# The Daily

OUTDOOR RETAILER

[OutdoorRetailer.com/resources/dailies](http://OutdoorRetailer.com/resources/dailies)

# The Daily

OUTDOOR RETAILER



DISTRIBUTION

# DISTRIBUTION

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The Daily is distributed exclusively to  
Outdoor Retailer show attendees:

*Pre-show  
edition mails  
to qualified  
retailer, buyers  
and media*

*Available at  
the entrances  
at Convention  
Center*

*Hotel door  
and lobby drops*

*Digital edition  
is emailed daily  
to Retailers,  
Industry Insiders  
and Media*



Digital distribution online at **SNEWSnet.com**  
and **OutdoorRetailer.com**

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## OUTDOOR RETAILER



# RATES

	1 SHOW (5 issues)	2 SHOWS (10 issues)	3 SHOWS (15 issues)
<b>Spread</b>	\$14,500*	\$13,775*	\$13,050*
<b>Full Page</b>	\$9,900*	\$8,910*	\$8,400*
<b>Half Page</b>	\$6,900*	\$6,210*	\$5,800*
<b>Quarter Page</b>	\$4,900*	\$4,400*	\$4,100*
<b>Product Zone</b>	\$995*	\$995*	\$995* <i>*Each show</i>

## COVER RATES

<b>Inside Front Cover Spread</b>	\$16,500
<b>Inside Back Cover</b>	\$11,500
<b>Back Cover</b>	\$14,650
<b>Cover Wrap</b>	\$5,500 (per day)

*Pre-Show, The Daily 1-4*

## AD SUBMISSIONS

**EMAIL:** Files up to 7MB  
**Laurie Stiglitz**  
 email: [laurie.stiglitz@outdoorretailer.com](mailto:laurie.stiglitz@outdoorretailer.com)  
 phone: (949) 226-5711

**LARGER FILES:** Please use a free file-sharing website such as Dropbox.com or WeTransfer.com. Contact Laurie Stiglitz at [laurie.stiglitz@outdoorretailer.com](mailto:laurie.stiglitz@outdoorretailer.com) if you have any questions.

## PRODUCT ZONE

Product Zone is the ideal advertising engine, providing a well-read avenue that develops brand recognition in an extraordinarily cost-efficient manner. Product Zone is approximately 1/9 page

Ad Specs: 3" x 3.5"



## MATERIALS CLAUSE:

*Materials for The Daily must meet the digital requirements outlined in this PDF. We do NOT accept native files or other file formats not listed above. The Publisher reserves the right to decline materials sent if they do not meet established Publisher specs.*

## AD SCHEDULE: SUMMER MARKET 2018

**Pre-Show**  
**The Daily 1-4**

**Ad Close**  
 Monday, May 21  
 Monday, June 4

**Materials Due**  
 Monday, May 28  
 Monday, June 11

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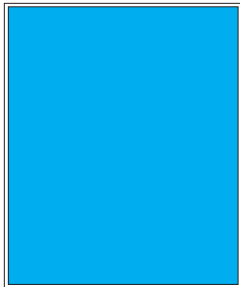
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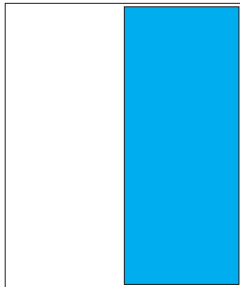
**AD SPECIFICATIONS**

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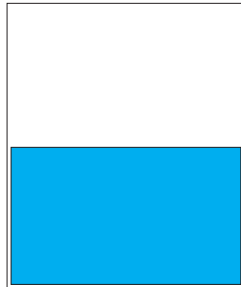
**FULL PAGE**



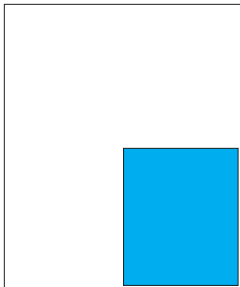
**1/2 PAGE VERTICAL**



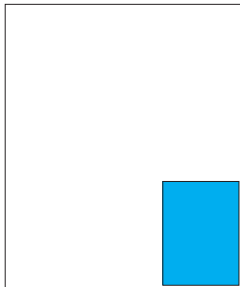
**1/2 PAGE HORIZONTAL**



**1/4 PAGE SQUARE**



**1/9 PAGE PRODUCT ZONE**



	TRIM SIZE	BLEED GUIDELINES
<b>2-Page Spread</b>	21" wide x 12" high	21.25" wide x 12.25" high
<b>Full Page</b>	10.5" wide x 12" high	10.75" wide x 12.25" high
<b>1/2 Page Vertical</b>	5.375" wide x 12" high	5.1875" wide x 12.25" high
<b>1/2 Page Horizontal</b>	10.5" wide x 5.376" high	10.75" wide x 6" high
<b>1/4 Page Square</b>	4.5624" wide x 5.375" high	
<b>1/9 Page Product Zone</b>	3" wide x 3.5" high	

*\*Please keep all live matter 3/8" from trim*

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AD FORMATS

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**The Daily only accepts digital files. Ads may be submitted in the following digital formats:**

## **1. PDF Format**

PDF file formats are preferred as they ensure high accuracy and high detail in text. Please format all PDF files as High Resolution and full page ads as PDF/X-1a:2001 compliant.

No compression. Preserve overprint.

EMBED ALL fonts when publishing the PDF file. Use only Postscript 1 fonts (convert any TrueType fonts to PS1). Make sure all placed images are TIFF or EPS, 300 dpi, and set for CMYK, grayscale and/or monochrome. Any color conversion should be device independent.

Please output PDF at 100% the final ad size. Any full-page bleed ad or 2-page spread ad must include a 1/8" bleed on all 4 sides and include crop marks (make sure crop marks do not touch the trim edge).

## **2. JPEG/TIFF/Photoshop EPS**

Send at full size, 300 dpi in Grayscale or CMYK mode.

When saving as EPS, make sure the coding is set for "Binary." Do not output to DCS or use compression.

When saving in JPEG format, please set quality settings to "12:Maximum," or the highest quality setting available.

## **3. Illustrator/Freehand EPS**

Be certain that all elements in the ad are set for Black and White or CMYK (NO RGB or Pantone Spot colors). OUTLINE ALL FONTS. (Hint: You may want to create a duplicate of the file first, then outline the fonts on the duplicate file and submit.) All placed bitmap images within the file must be embedded.

Regardless of file format, you should supply final material by email or FTP. All files must be 300 dpi, PDF files are preferred but will accept CS4, Illustrator, Photoshop or InDesign files. Please make sure all graphics (photos, illustrations and logos) are in EPS or TIFF format. CMYK only. All fonts included. The electronic file must be accompanied by a proof made from the final file. Publisher is not responsible for any material not accompanied by a color proof.

Total ink coverage for images should not exceed 300%.

## **PLEASE NOTE:**

*Make sure all files delivered are tailored to The Daily standard ad sizes. If you are sending a file used previously in another publication, please check the specs to make sure it matches our ad sizes. Please submit a hard copy or low-res JPEG of your ad to ensure it is printed as desired. If no proof is supplied, The Daily/Outdoor Retailer accepts no responsibility for any error in the final, printed ad.*

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**WHERE TO SUBMIT YOUR AD MATERIALS:** Email to [Laurie.stiglitz@outdoorretailer.com](mailto:Laurie.stiglitz@outdoorretailer.com)

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