

Downtown Athletic Club

2010 HEALTHQUEST ADVERTISING RATES

effective January 1, 2010

GENERAL INFORMATION

The HealthQuest is a monthly membership publication produced by the Downtown Athletic Club and distributed to members of the Downtown Athletic Club. It is available in the Club to potential members and visitors. Additionally it is online at www.downtownac.com. Approximately 2200 members receive the HealthQuest with their Club billing statement each month.

PUBLICATION SCHEDULE

HealthQuest is a four-page monthly newsletter. Advertising is accepted every month on a first-come, first-served basis.

FOR MORE INFORMATION...

Please contact Director of Marketing & Graphic Design, Claudia Schouten for more information at (541) 484-4011 x256 or at cschouten@downtownac.com.

ADVERTISING SPECIFICATIONS

PRICE	INCHES WIDE	INCHES TALL
\$64	1.85"	3"
\$128	3.8"	3"
\$192	5.75"	3"
\$256	7.7"	3"

DAC Members receive a 10% discount on HealthQuest advertising.

Advertisements are placed on the bottom of pages 2, 3 & 4.

Advertising content is at the discretion of the management of the Downtown Athletic Club.

ADVERTISING DEADLINES

Advertising is available on a first-come, first-served basis until spaces designated for advertising are filled. No contracts or minimum/maximum months are required.

Space reservations must be made by the **3rd of the month** prior to publication and camera-ready art is due by the **8th of the month** prior to publication.

HealthQuest is printed with black ink only and produced using InDesign on the PC platform. Acceptable files are those in InDesign, PDF, JPG or TIFF format at 300 dpi and designated as grayscale. If ads are submitted in InDesign or PDF, all fonts must be included with the file. The DAC accepts files on CD or by e-mail.

