

**Now Print &
Digital
Electronic
Versions**



**FWSA is
Celebrating its
90th Anniversary!
in October, 2020**

FAR WEST SKIER'S GUIDE

The current Digital Edition can be found at: <http://www.nextbook.com/nextbooks/farwestskiersguide/2019-20/>

■ **The 33rd
Annual Edition:
2020 - 2021**

**Far West
Skier's Guide**

(Pages 1-5)

*Includes the New
Lodging Guide!*

■ **2020 - 2021
Far West Skier's
Guide / Digital
Edition
& Digital Insert**

(Pages 6-8)

■ **Far West Ski
Association
90th Anniversary
Commemorative
Booklet - The
Dynamic Century
of Skiing in the
Far West**

(Pages 9-10)

W

*We cordially invite you to be included
in the Thirty Third Annual printed issue of the*

Far West Skier's Guide

*... & the Eleventh Interactive Digital Electronic Version.
The Far West Skier's Guide is an official publication of the
Far West Ski Association serving all snowsport enthusiasts
and adventure seekers.*

*The Far West Skier's Guide is focused toward
active adult and family ski club members
residing in our Council areas of Alaska, Arizona, California,
Colorado, Hawaii, Idaho, Nevada, Oregon,
South Dakota, Utah, Washington, and Wyoming
wishing to participate in sport-oriented and social activities.*

*With the digital edition (DE) of the
Far West Skier's Guide, we've expanded
our content and are reaching new markets; attracting
more readers to our publication; and providing a greater
audience for our advertisers and sponsors. The printed copy
can be enhanced in the interactive digital edition (DE).
Advertisers will be able to incorporate rich media advertising
options into the digital version.*

*On October 7, 1930, the Far West Ski Association
was formed. The Organization will be celebrating its 90th
Anniversary in October, 2020. We will be producing
a Special FWSA Historical Booklet to commemorate this
milestone. Won't you join us?
Be included in this historic issue!*

2020-2021 RATES & DATES

Published by:

LEIGH GIERINGER GRAPHIC SERVICES

Ocotillo Lakeside ♦ 3115 South Price Road
Chandler, Arizona 85248

480.600.6099 ♦ fax: 480.855.2303

2020 - 2021 Far West Skier's Guide

R A T E S & D A T E S *

The *Far West Skier's Guide* is an annual publication of the *Far West Ski Association* directed to skiers and other snow enthusiasts in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, Oregon, South Dakota, Utah, Washington and Wyoming. The *2020-2021 Far West Skier's Guide* will be the thirty-third annual issue.

The Digital Edition: In addition to the printed copy, the *Guide* is also available on the Far West Ski Association website - www.fwsa.org for viewing and downloading.

The direct link to the current issue is:

<http://www.nxtbook.com/nxtbooks/farwestskiersguide/2019-20/>.

The *Far West Skier's Guide* is focused toward the active adult or family wishing to participate in sport-oriented and social activities throughout the year and is devoted to the interests of this mobile and lucrative market. Articles from the following areas are included, but not limited to:

- *Worldwide ski resort news, resort profiles and FWSA planned ski and adventure trip destinations.*
- *Articles on trip planning, fashion, equipment and/or winter/snowsport safety.*
- *Issues important to western skiers.*
- *Information on FWSA and member ski council events.*
- *Volunteer and charitable ski involvement opportunities.*
- *Current listings of far west regional ski clubs.*

CIRCULATION: The *Far West Skier's Guide* will be distributed directly to ski club members through their ski clubs, major area ski shows and through sport shops, as well as, nationally and internationally, through the *Far West Skier's Guide Digital Edition*.

CLOSING DATES: The closing date for advertising space in the *2020-2021 Far West Skier's Guide* is August 15, 2020. All ad and editorial materials or calendar event information and photographs must be received by August 15, 2020 to be included.

COMMISSIONS: A 15% commission is paid to recognized agencies only, but is subject to forfeiture if the account is past due. Invoices to ad agencies are to be paid within 30 days of billing date to receive commission.

PRINT AVAILABILITY DATE:

Shipping to councils is planned for approximately October 23, 2020. Out-lying councils will take extra shipping time.

PRINTED COPY RATES: Display Ads

Size	4/Color Rate
2-page spread	\$4,000.00
Full page	2,495.00
Half-page spread	2,795.00
2/3	1,795.00
1/2	1,495.00
1/3	1,295.00
1/4	995.00
1/6	895.00
1/12	695.00

COVERS/SPREADS: 4/color only. Add 5% to rate for covers 2 and 3 (*inside covers*); as well as pages 1-7. Add 10% for cover 4 (*back cover*).

BLEEDS: No additional charge. Bleeds available for full page ads, full page spreads and half-page spreads only. Trim size of publication is 8-3/8" x 10-7/8" - (web). The outside margin is 3/4". The inside gutter measures 5/8". Half-page spread/full bleed - 17" x 5-1/2". Allow for center fold area (5/8" x 5/8") - no live copy in gutter. Design elements like photos, screen, etc. recommended.

SIZES & SPECS: Display Ads**

Size	Width	Depth
2-page spread***	15-1/4"	10"
Full page***	7"	10"
Half-page spread***	15-1/4"	4-7/8"
2/3 page vertical	4-5/8"	10"
1/2 page vertical	4-5/8"	7-1/2"
1/2 page alternative	3-7/16"	10"
1/2 page horizontal	7"	4-7/8"
1/3 page vertical	2-1/4"	10"
1/3 page square	4-5/8"	4-7/8"
1/4 page	4-5/8"	3-3/4"
1/6 page vertical	2-1/4"	4-7/8"
1/6 page horizontal	4-5/8"	2-1/4"
1/12 page	2-1/4"	2-3/8"

** Live area not to exceed these dimensions.

*** Bleed available on full page, full page spread and half-page spread ads only. All print ads must be hi-res / 300 dpi.

Please supply standard high quality **Print Optimized PDF Electronic Files**. Files can be sent electronically. Placement and output charges may apply for non-PDF files. Call for more information.

All print ads will be included in the digital edition, however, several enhancements can be added to the print ad. See the Digital Edition Specs for details.

If you want to reach the far west snowsport enthusiast, advertise in the Far West Skier's Guide!

MECHANICAL SPECIFICATIONS

Page trim size is 8-3/8" x 10-7/8". The publication is printed web offset on coated stock. Please supply standard high quality **Print Optimized PDF Electronic Files** with color proof of ad. Placement and output charges may apply for non-PDF files.

Advertisements can be created. Call for further information and production costs. Advertising copy must comply with industry standards in design and type reproduction quality. Density of ink coverage should be no greater than 260% when combining all four colors.

Please check ads carefully before sending. Ads received will be printed as supplied unless they don't conform to standard sizes indicated under display ad sizes. The advertiser takes responsibility for copy and quality of art supplied. Any ad modifications will receive an additional charge for reductions, enlargements or copy changes including address and phone number alterations.

TERMS & CONDITIONS

Insertion orders are required and signed by either the advertiser or their legal agent. *For first-time advertisers, payment is due in full with insertion order. For established accounts, payment in full is due by August 7, 2020. Premium positions to be paid by April 30, 2020.*

Late charges (\$30) and a service charge of 1-1/2% per month will be assessed on past due balances and agency discount is subject to forfeiture. No future insertions will be accepted unless preceding placements are paid in full. In the event of non-payment, the publisher reserves the right to hold both the advertiser and its agency liable for collection costs.

GENERAL POLICIES

- Advertising is subject to acceptance. One checking copy will be issued per agency and/or advertiser. Additional tear sheets can be requested. Sample copies and media pdf available upon request.
- Publisher shall not be liable for errors in key numbers, or print quality of poorly designed or reproduced ads. Please check art carefully before sending. Use the following to compose solid blacks: 40C/30M/20Y/100K.
- All verbal instructions regarding contracts or insertions must be confirmed in writing.
- All advertisements ordered set and not used will be charged for composition based on time and materials used.
- Cancellations on interior ads must be in writing and received prior to closing date (8/7/20). No exceptions.
- The purchaser of advertising space assumes all responsibility for the entire content of any advertisement included in the *Far West Skier's Guide* and also resumes responsibility for any claims or costs of litigating claims arising therefrom against himself or the publisher.

MAILING: Send, fax or e-mail all advertising or press releases, insertions orders and contracts by August 7, 2020 to Leigh Gieringer, publisher, at the address/fax number or e-mail printed below to be included.

Lodging Guide

Bring skiers, boarders and adventure seekers to your lodging facility, reservation bureau or community. *Page 4.*

2020 ♦ 2021 Far West Skier's Guide

Ocotillo Lakeside ♦ 3115 South Price Road ♦ Chandler, Arizona 85248
480.600.6099 ♦ fax: 480.855.2303 ♦ e-mail: fwsg2@cox.net or lgieringer2@cox.net

General ROP Advertising:
Leigh Gieringer - 480.600.6099

Far West Skier's Guide Lodging Guide

California

Lake Tahoe Area

**LODGE
NAME**



Get away from your normal routine. It's time to enjoy the slopes again! Great Skiing! Exciting Après Ski activities! Book now for 30% off.*

1357 Oak Street ♦ Truckee, CA
800.213.2345

*This offer is extended to ski clubs, members, families, snow sport enthusiasts. Just mention this ad.

**MOUNTAIN
LODGING...**

Your message here
(123) 456-7890

Mammoth Mountain

Resort Town Chamber of Commerce

Ski-In / Ski Out Locations
Lodge Rooms or Condos
Standard Rooms or Luxury!

Call for details

(456) 123-7890

AA Mountain Reservation Bureau

In town or only steps from the lifts. We have a wide choice of rooms and prices!

One call does it all!

(960) 100-1000

The 2019-2020 ski season was cut short resulting in a pent-up demand to get back on the slopes. Ski councils and clubs, as well as individual skiers, boarders and adventure seekers, can't wait to get back to the mountains. They are planning now for next year's adventures. Many will be staying close to home - resorts to which they can conveniently drive. Get your message to them!

Ski resorts, lodging facilities, reservation bureaus, chambers of commerces and local visitor's centers: here is your opportunity to reach thousands of skiers located in your region and bring them back to your fabulous and beautiful ski resorts.

The *Far West Skier's Guide Lodging Guide* offers an inexpensive way to reach tens of thousand of skiers. *Three sizes are available.*

Large: 2-1/4" x 4"	\$395.00
Medium: 2-1/4" x 2"	\$295.00
Small: 2-1/4" x 1"	\$195.00

Let us help you fill your properties. Send your high resolution art file to fwsg2@cox.net. We can also help design your ads, or add video, slide shows or other enhancements in the DE version. (Price not included above.) Call for more information: **480.600.6099**.

* **NOTE:** The *Far West Skier's Guide Lodging Guide* will be set up by state, area and lodging property - in alphabetical order.

We Are Ready to Hit the Slopes!
Where should we be going?



SPACE ORDER CONTRACT/**Print** 2020-2021 FAR WEST SKIER'S GUIDE

Ocotillo Lakeside ♦ 3115 South Price Road ♦ Chandler, Arizona 85248
480.600.6099 ♦ fax: 480.855.2303 ♦ e-mail: fwsg2@cox.net

ADVERTISER

Date _____

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: ()

EXTENSION: _____

FAX: ()

E-MAIL: _____

AGENCY (If Applicable)

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: ()

EXTENSION: _____

FAX: ()

*The following space reservation is placed in accordance to the terms and conditions of the Far West Skier's Guide Rate Card with which we are familiar, and which automatically becomes part of this agreement. An authorized agency insertion order is an acceptable alternative contract for space reservations. Please send high quality **Print Optimized PDF Electronic Files** with copy proof of ad. Any costs incurred to produce ad to become a print optimized PDF file will be added to invoice total (non-commissionable). **Full payment due by 8/15/20 for parint ads into the 2020-2021 Far West Skier's Guide. Digital ads must be paid before uploading into the final document. MasterCard or Visa accepted.***

- ☐ **Far West Skier's Guide** Contract year: **2020 - 2021** *(All print display ads will appear in the digital version. The digital version can be enhanced, but does not need to be.)*

☐ **Print Display Ad:** ☐ **Digital: Hyperlink to website in ad \$100** ☐ **Other available enhancements**

Size: _____ **Digital Enhancement** _____

Rate: _____ **Digital Enhancement** _____

- ☐ **Special Far West Skier's Guide Lodging Guide** Contract year: **2020 - 2021 (non-commissionable)**

☐ **Large (1 column x 4")** ☐ **Medium (1 column x 2")** ☐ **Small (1 column x 1")**

- ☐ Enclosed is a check made payable to the *Far West Skier's Guide* for \$ _____
Send to Far West Skier's Guide, 3115 South Price Road, Chandler, AZ 85248. Email signed contract and art to fwsg2@cox.net.

Authorized Signature

Title

Date

Please Print Name

FAR WEST SKIER'S GUIDE - DIGITAL ONLY EDITION/ 2020 - 2021

All print advertisers will be included in the digital edition.

Current Link: www.fwsa.org / <http://www.nxtbook.com/nxtbooks/farwestskiersguide/2019-20/>

The *Far West Skier's Guide* digital editions have been well received, thus it will be offered again for the 2020-2021 *Guide*. It will not just be a static pdf version of the printed magazine. The digital version will offer its readers a way to instantly access the magazine through the Far West Ski Association, FWSA Councils and many club websites, plus the National Ski Council Federation site for national coverage. This provides for an extended reader base not only from the western region, but across the country and internationally, through computers and mobile devices such as the iPad and iPhone. Easy file sharing, search engine optimization and keyword searching will play a great role in providing activity to the digital edition.

It is also very beneficial for our advertisers. In addition to an expanded readership, digital reader technologies - not found in static pdf or print versions - will provide a new platform to reach their markets. Research has shown that adding these elements to a static digital ad draws viewer attention and response.

Some of the options available to our advertisers is to include a 60-second action video on their resorts, product benefits, services or lodging facilities. Audio only is another option. Imagine soothing mood music to entice a world-class spa experience; or a pod-cast in the background as the reader turns the page to see your advertisement.

Want to expand your print ad into a gate-folded spread? Would you like to increase the size of your ad with a click? Use animation to bring attention as the ad elements come to life! Create a slide show of features that your resort or lodging facility offer. These are only some of the awesome treatments that can be added to your ad in the digital edition of the *Far West Skier's Guide*.

☐ **Left of Cover/Large Sponsorship Ad:** (1 only) 550 x 480 pixels - 150 dpi - \$500.00

☐ **Small Sponsorship ads - left, right, top or bottom of all spreads, rotated in slide show:** 120 x 600 pixels or 600 x 120 pixels (approx. 1.6" x 8" or 8" x 1.6") - \$175.00 each. 150 dpi

Add Rich Media enhancements - digital edition only - Call for more information, specifications and pricing. IAB (Interactive Advertising Bureau) standards apply.

- ☐ 60-second Video inserted into ad - call for rate and specs
- ☐ Audio insertion - call for rate and specs
- ☐ Interactive Flash / Ad Jolt animation*
*Creative at discretion of art department.
- ☐ Gatefold expansion - \$750.00
- ☐ French (Split) Gatefold Expansion - \$750.00
- ☐ Slide Show: (up to 10 slides) - \$550.00
- ☐ Belly Bands (full width of page by 3" deep - \$350.00
- ☐ Blow-In Cards (5"x 3" float ad) - \$350.00
- ☐ Ad-Gen (info, e-mail, direct response links) \$250.00

The *Far West Skier's Guide* has a reputation as a premier regional ski publication. We are excited to offer this digital service to bring your message to the skiing and active sports-oriented community. Print and digital platforms work together to bring a complete audience to advertisers. We have appreciated your support in the past and hope this additional platform will provide the perfect solution to disbursing your message. We would be honored to have you join us in the 2020-2021 *Far West Skier's Guide* - both the print and digital editions. The new digital edition to become active in November, 2020. Good until superceeded.

All print advertisers will be included in the digital edition. As an advertiser, you have a choice of running the static ad as it appears in print; or enhancing your ad insertion with rich media to increase your brand awareness and/or link to your website. Your ad will be available 24/7 to viewers everywhere!

2020 ♦ 2021 Far West Skier's Guide

Ocotillo Lakeside ♦ 3115 South Price Road ♦ Chandler, Arizona 85248

480.600.6099 ♦ fax: 480.855.2303 ♦ e-mail: fws2@cox.net or lgieringer2@cox.net

General ROP Advertising:
Leigh Gieringer - 480.600.6099

AN OFFICIAL PUBLICATION OF THE FAR WEST SKI ASSOCIATION

FAR WEST SKIER'S GUIDE - DIGITAL EDITION

I N S E R T

2020-2021

Current Links:

<http://www.nxtbook.com/nxtbooks/farwestskiersguide/2019-20/>

www.fwsa.org, and <http://www.skifederation.org/western-councils/> plus many council websites

Although the 2019 - 2020 issue is just our tenth year of producing a digital edition of the *Far West Skier's Guide*, it has reached viewers across the US and Canada, as well as countries in Europe and Asia; Australia, and New Zealand, and others. *The Guide* is now reaching a much larger audience than merely the western region.

One of the advantages of a digital edition is that additional pages can be inserted increasing the content of the printed edition. Since the print process is different, advertisers can be included in the digital only insert at a reduced rate. Please supply full page art at 8-3/8" x 10-7/8" - no bleed. Other sizes available. See ad size information on page 2!

The digital only insert will become part of the 2020 - 2021 digital edition which will be available from the Far West Ski Association website (www.fwsa.org); the National Ski Council Federation site (www.skifederation.org); and FWSA member councils, plus numerous club sites. A list of council and club websites will appear in the club section of both the printed and digital versions of the 2020 - 2021 *Far West Skier's Guide*.

We are trying to keep the costs reasonable for the digital only section to allow more accessibility for additional advertisers, and to assist in promoting your resort throughout the year. Because of the FWSA's 90th Anniversary, we are planning a *printed* historical celebration booklet in conjunction with this year's digital edition. We hope you find this section to be a valuable addition to your marketing program.

Ads available in DIGITAL ONLY EDITION will be added to the 2020-2021 FWSG Digital Edition and will include a link to your designated website. See page 2 of this Rate Card for dimensions - No bleed for full page ads, please.

☐ Full Page - \$500.00*
(*Placement at discretion of publisher / 8-3/8"x10-7/8")

☐ Two Page Spread - \$750.00*

☐ Two-Thirds Page - \$400.00

☐ Half Page Spread - \$450.00

☐ Half Page (vertical or horizontal) - \$300.00

☐ Third Page (Vertical or Square) - \$200.00

Rich Media enhancements can be added. For a list, see page 6. Call for more information, specifications and pricing. IAB (Interactive Advertising Bureau) standards apply.

Sponsorship Ads

☐ **Left of Cover/Large Sponsorship Ad:** (1 only) 550 x 480 pixels - 150 dpi - \$500.00

☐ **Small Margin ad rotations:** 120 x 600 pixels or 600 x 120 pixels (approx. 1.6" x 8" or 8" x 1.6") - \$175.00 each. 150 dpi.

Deadline for insertion to be included in the 2020 - 2021 DE insert will be September 15, 2020.

Art file due by - October 1, 2020. The Digital Insertion Order can be found on page 8.

The Digital Only Insert is located between the general FWSA pages and the council/club section.

The 90th Anniversary Booklet will be included in the 2020-2021 Digital Only Insert.

2020 ♦ 2021

Far West Skier's Guide

Ocotillo Lakeside ♦ 3115 South Price Road ♦ Chandler, Arizona 85248

fon: 480.600.6099 ♦ fax: 480.855.2303 ♦ e-mail: fwsg2@cox.net

General ROP Advertising:

Leigh Gieringer - 480.600.6099

AN OFFICIAL PUBLICATION OF THE FAR WEST SKI ASSOCIATION

SPACE ORDER CONTRACT / **2020-2021 Digital Edition** FAR WEST SKIER'S GUIDE

Ocotillo Lakeside ♦ 3115 South Price Road ♦ Chandler, Arizona 85248

480.600.6099 ♦ fax: 480.855.2303 ♦ e-mail: fwsg2@cox.net or lgieringer2@cox.net

ADVERTISER

Date _____

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: () EXTENSION: FAX: ()

E-MAIL: _____

AGENCY (If Applicable)

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: () EXTENSION: FAX: ()

*The following space reservation is placed in accordance to the terms and conditions of the Far West Skier's Guide Rate Card with which we are familiar, and which automatically becomes part of this agreement. An authorized agency insertion order is an acceptable alternative contract for space reservations. Please send high quality **Print Optimized PDF Electronic Files**. Any costs incurred to produce ad to become a print optimized PDF file will be added to invoice total (non-commissionable). **Digital ads must be paid before uploading into final document. Deadline: September 30, 2020. MasterCard or Visa accepted.***

☐ Far West Skier's Guide - Digital Edition Contract year: ☐ 2020 - 2021

☐ Full Page ☐ Full Page Spread ☐ Other _____ ☐ Sponsorship (Square) Ad

☐ Sponsorship II Ad / ☐ Vertical ☐ Horizontal ☐ Other Available Enhancements

Rate: _____ Digital Enhancement _____

Digital Enhancement _____

☐ Enclosed is a check made payable to the *Far West Skier's Guide* for \$ _____

Authorized Signature, _____

Title _____

Date _____

Please print name _____

AN OFFICIAL PUBLICATION OF THE FAR WEST SKI ASSOCIATION

FAR WEST SKI ASSOCIATION

90th Anniversary Commemorative Booklet

The Dynamic Century of Skiing in the Far West

FWSA Founded: October 7, 1930 at The Palace Hotel - San Francisco, California

FWSA Turns 90: The Far West Ski Association commemorative "*Birthday Book*" is a look back and a perspective on the activities of FWSA in the dynamic tableau of snowsports in California, and the Far West from the birth of skiing as a sport in the western United States.

The history starts with the California gold camps in 1852 where skiing was born as a sport which developed into racing within a league structure by 1861. California was determined to make itself into an international skiing center comparable to those in Europe and that required grass roots enthusiasm and industry, as well as capital. The FWSA history book will show the explosive growth of skiing starting in the early 1920s, the founding years of FWSA (*formed as the California Ski Association*), the effects of the veterans returning from World War II, and the explosive effect of television coverage of the 1960 Olympics. At that point, skiing started changing into a national mass recreation sport. FWSA flourished by offering club and council organizations that provided services to the expanding community of skiers. It continues to be a community influence for skiers while expanding services to a broader geography in the West.

FWSA history will include the development of ski club councils across 12 western states since 1971. The tenth council - the National Brotherhood of Skiers - was added in 2018. Each council will be configured to reflect the interests of the local snowsports community. Four councils have a 50-year record of programs conducted by volunteers who welcome new or wanna-be skiers and snowboarders; and guide them in how to get to the slopes, what to buy or rent and counseling on safety. The councils, as well as the Far West Ski Association, can offer tips on travel and activities on the slopes including introductory recreational racing. They also provide the latest news from ski areas, equipment manufacturers, schedules of special events, ski shows and offer member travel opportunities. The clubs and councils of

FWSA also contribute to the communities which they serve. FWSA continues to look toward the future with racing scholarships awarded each year to promising young athletes who are enrolled in Far West ski schools. Its sister - the Far West Ski Foundation - makes grants to schools for disabled skiers and to snowsport museums.

Be a Part of The FWSA Historic 90th Anniversary Booklet

Full Page 7" x 10"	\$500.00
Half Page Vertical 4-5/8" x 7-1/2"	\$400.00
Half Page Horizontal 7" x 4-7/8"	\$400.00
Third Page Vertical 2-1/4" x 10"	\$300.00
Third Page Square 4-5/8" x 4-7/8"	\$300.00
Quarter Page 4-5/8" x 3-3/4"	\$200.00
Sixth Page Vertical 2-1/4" x 4-7/8"	\$ 90.00
Sixth Page Horizontal 4-5/8" x 2-1/4"	\$ 90.00

The 90th Anniversary FWSA Birthday Book will be produced and published by Leigh Gieringer, publisher of the *Far West Skier's Guide*. Please supply standard high quality **Print Optimized PDF Electronic Files (300 dpi)** prior to **August 15, 2020**. Files can be sent electronically to fwsg2@cox.net. Ads can be created. Call **480.600.6099** for more information. Please fill out the insertion order attached with payment to *Far West Skier's Guide* and return to the address below. *All print ads will be included in the 2020 FWSG digital edition. Help us celebrate this historic*

We have appreciated your support in the past and hope this additional platform will provide the perfect solution to disbursing your message. We would be honored to have you join us in both the FWSA 90th Anniversary Booklet; and in the 2020-2021 *Far West Skier's Guide* - the 33rd Annual. (See the 2020-2021 FWSG Rate Card for details.)

All print advertisers will be included in the 2020-2021 digital edition. Your ad will be available 24/7 to viewers everywhere!

Far West Skier's Guide*

Ocotillo Lakeside ◆ 3115 South Price Road ◆ Chandler, Arizona 85248

480.600.6099 ◆ fax: 480.855.2303 ◆ e-mail: fwsg2@cox.net or lgieringer2@cox.net

General ROP Advertising:

Leigh Gieringer - 480.600.6099

Current Links to the 2019-2020 Far West Skier's Guide digital edition:

<http://www.nxtbook.com/nxtbooks/farwestskiersguide/2019-20/>

www.fwsa.org, and <http://www.skifederation.org/western-councils/> plus many council websites

* AN OFFICIAL PUBLICATION OF THE FAR WEST SKI ASSOCIATION

SPACE ORDER CONTRACT / **FWSA 90th Anniversary Booklet**

FAR WEST SKI ASSOCIATION & 2020-2021 Far West Skier's Guide (DE)

Ocotillo Lakeside ♦ 3115 South Price Road ♦ Chandler, Arizona 85248

480.600.6099 ♦ fax: 480.855.2303 ♦ e-mail: fwsg2@cox.net or lgieringer2@cox.net

ADVERTISER

Date _____

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: ()

EXTENSION: _____

FAX: ()

E-MAIL: _____

AGENCY (If Applicable)

NAME: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: ()

EXTENSION: _____

FAX: ()

*The following space reservation is placed in accordance to the terms and conditions of the Far West Skier's Guide Rate Card with which we are familiar, and which automatically becomes part of this agreement. An authorized agency insertion order is an acceptable alternative contract for space reservations. Please send high quality **Print Optimized PDF Electronic Files**. Any costs incurred to produce ad to become a print optimized PDF file will be added to invoice total (non-commissionable). **Digital ads must be paid before uploading into final document. Deadline: August 15, 2020. MasterCard or Visa accepted.***

☐ **Space: Far West Ski Association - 90th Anniversary Booklet**

☐ Full Page ☐ Half Page / ☐ Vertical ☐ Horizontal ☐ Third Page / ☐ Vertical ☐ Square

☐ Quarter Page ☐ Special Anniversary Ad / ☐ Vertical ☐ Horizontal

Rate: _____

☐ **Ad creation: Far West Ski Association - 90th Anniversary Booklet**

Rate: (Call for art development if desired) Send hi res art file to fwsg2@cox.net.

☐ Enclosed is a check made payable to the *Far West Skier's Guide* for \$ _____

(Please write FWSA 90th Anniversary Booklet in the memo line)

Authorized Signature, _____

Title _____

Date _____

Please print name _____

AN OFFICIAL PUBLICATION OF THE FAR WEST SKI ASSOCIATION