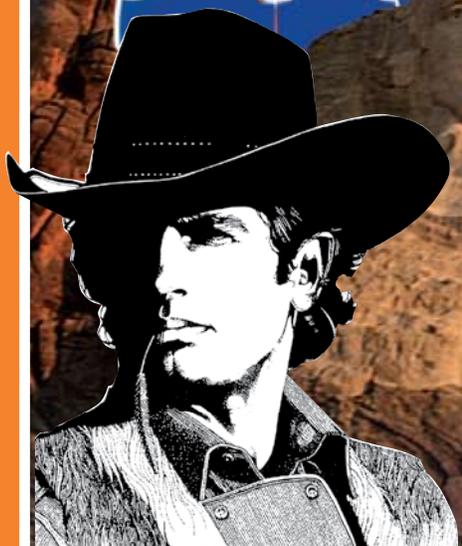


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JANUARY

- Colorado Travel, RV & Sports Show
Denver; Jan. 12-15; Attendance - 26,000
- Minnesota Sportsmen's Show
Minneapolis; Jan. 12-16; Attendance - 67,000
- Rockford RV & Camping Show
Rockford, IL; Jan. 14-16; Attendance - 22,000
- Big Boy Toy Show
Sioux Falls, Jan. 21-23; Attendance - 12,500
- Greater Sioux Falls Outdoor Show
Sioux Falls; Attendance - 7,000
- International Sportsmen Show
Denver, Jan. 27-30; Attendance - 45,000
- Black Hills Stock Show
Rapid City, Jan. 28-Feb. 6; Attendance - 20,000
- Rochester Sports Show
Rochester, MN; Jan. 28-30; Attendance - 8,000
- Cedar Rapids Sports Show
Cedar Rapids, IA; Jan. 28-30; Attendance - 10,000

FEBRUARY

- RV Central RV Show
Sioux City, IA; Jan. 28-30; Attendance - 3,000
- Bismarck Sports Show
Bismarck; Feb. 4-6; Attendance - 20,000
- Minnesota RV & Travel Show
Minneapolis; Feb. 9-13; Attendance - 50,000
- LaCrosse Boat, Sport & Travel Show
LaCrosse, WI; Feb. 10-13; Attendance - 24,000
- Iowa Sports & Vacation Show
Mason City, IA; Feb. 11-13; Attendance - 7,500
- St. Cloud Sportsmen's Show
St. Cloud; Feb. 18-20; Attendance - 15,000
- Utah RV & Travel Show
Salt Lake City; Feb. 17-20; Attendance - 30,000

MARCH

- Colorado Sports, Boat, RV & Travel Show
Denver; March 2-6; Attendance - 47,000

APRIL

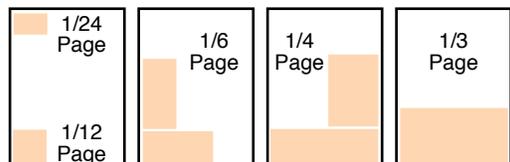
- Cheyenne Home, Garden & RV Show
Cheyenne; March 4-6; Attendance - 6,000
- Greater Sioux Empire Sportsmen's Show
Sioux Falls; March 10-13; Attendance - 35,000
- Minot Sports Show
Minot; March 11-13; Attendance - 18,000
- Milwaukee Sports & Travel Show
Milwaukee; March 11-20; Attendance - 150,000
- Eastern Iowa Sportsmen Show
Cedar Falls; Attendance - 10,000
- Mankato Mall Show
Mankato, MN; March 11-13; Attendance - 15,000
- Montana Sports Show
Billings; March 18-20; Attendance - 18,000
- Minnesota Travel Show
Minneapolis; March 29-April 3; Attendance - 49,000
- Casper Sports Show
Casper; April 1-3; Attendance - 11,000

Traveler Advertising Rates

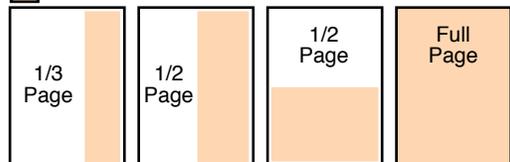
Ads submitted must be in EPS, TIF, PDF or JPG format via CD or email.
 Photoshop, Freehand, Illustrator or InDesign files are preferred.
 InDesign and Quark files must include original file, fonts and art files.
 (Mac based preferred. Publisher Files are NOT ACCEPTABLE!)

Check appropriate ad description below

<input type="checkbox"/> 1/24 PAGE \$400; (DEPOSIT \$135)	<input type="checkbox"/> W/RED \$450; (DEPOSIT \$150)	<input type="checkbox"/> FULL COLOR \$500; (DEPOSIT \$165)
<input type="checkbox"/> 1/12 PAGE \$650; (DEPOSIT \$215)	<input type="checkbox"/> W/RED \$725; (DEPOSIT \$240)	<input type="checkbox"/> FULL COLOR \$825; (DEPOSIT \$275)
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<input type="checkbox"/> 1/4 PAGE \$1750; (DEPOSIT \$580)	<input type="checkbox"/> W/RED \$1930; (DEPOSIT \$640)	<input type="checkbox"/> FULL COLOR \$2250; (DEPOSIT \$750)
<input type="checkbox"/> 1/3 PAGE \$2300; (DEPOSIT \$765)	<input type="checkbox"/> W/RED \$2535; (DEPOSIT \$845)	<input type="checkbox"/> FULL COLOR \$2970; (DEPOSIT \$990)
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1/12 Page	2 1/4 x 2 3/8 sq.
1/6 Page	2 1/4 x 4 3/4 vert. • 4 3/4 x 2 3/8 hor.
1/4 Page	3 1/2 x 4 7/8 vert • 7 1/8 x 2 3/8 hor.
1/3 Page	2 1/4 x 9 7/8 vert • 7 1/8 x 3 1/8 hor.
1/2 Page	3 1/2 x 9 7/8 vert • 7 1/8 x 4 3/4 hor.
Full Page	7 1/8 x 9 7/8

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(for office use only)

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- 1) Publisher reserves the right to reject any advertising copy or artwork.
- 2) All contracts subject to final approval of the publisher.
- 3) Publisher assumes no responsibility for errors or omissions in display advertising or coupons. Advertiser is responsible for notifying publisher of changes to be made in next issue.
- 4) NOTE: 1 1/2% service charge per month on past due accounts. Accounts not paid in full by August 1st are considered past due.
- 5) Agreed to as of the above stated date.

Representative Comments



June Supply of Traveler Magazine



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