

Interesting and targeted editorial content:

The *Compass* magazine offers interesting, insightful and relevant up-to-date editorial content that will draw readers in immediately. *Compass* offers a broad range of subjects, including the following:

- U4WDA news and updates
- U4WDA sponsored events
- Recreational activities and events from affiliated clubs and organizations:
 - Winter 4x4 Jamboree
 - Easter Jeep Safari
 - Old School Rock Crawl
 - Nat'l Public Lands Day (Sept. 26th)
- Product reviews
- Legislative Updates
- Land Conservation Issues
- Education and Safety Concerns
- Trail Ratings and 4x4 Forums

2017 Publication & Advertising Schedule		
Issue	Editorial/Artwork Due	Mail Date
Spring 2017	February 5, 2017	March 1, 2017
Fall 2017	August 26, 2017	September 20, 2017

Ad Specifications (Width X Height)	
* Full Page Ads:	8.5" x 11"
1/2 Page Ads:	7.5" x 4.625"
1/4 Page Ads:	3.625" x 4.625"
* Inside Front / Back Cover	8.5" x 11"
* Outside Back Cover	8.5" x 8.5"
*for bleed, add .125" on all sides	

Design Information:

All ads must be submitted in press-ready .pdf format. Ads may also be submitted as original Illustrator format. If the original ad is submitted, please include all linked files and convert all type to outlines.

***Ad Design Available, \$250.**



Reader demographics:

The Utah 4-Wheel Drive Association serves the membership and prospective members of the organization. The *Compass* magazine is published twice per year, in connection with the two major spring and fall events hosted by and/or supported by the U4WDA. Copies of the *Compass* magazine are printed and mailed to all members of the U4WDA, and are available as a hand-out at major events.

The *Compass* readers are individuals and families that enjoy off-road recreational adventures and share a common passion for the scenic trails throughout Utah.

The U4WDA is comprised of direct members and roughly twenty members clubs, including: Access America Offroad Club, Big Horn 4x4 Club, Canyon Club 4x4 Club, Castle Country King Crawlers 4X4, Dirt Hedz Offroad Club, HubsScratchers, Lione Peak 4-Wheelers, Moab Friends-For-Wheelin', Moabjeeprs.com, Mountain Yoia 4x4, Northern American XJ Association, Red Rock 4-Wheelers, Inc., RockyMountainExtreme.com, SLC 4x4 Club, Split Mountain 4x4 Club, Unlimited 4x4 Club, Utah 4x4 Club, Utah Xterra Owners Club, Wasatch Cruisers, Wasatch Outlaw Wheelers, ZU'tah Wheelers.

This is your opportunity to reach the niche market the *Compass* magazine provides.

- Editorial opportunities available, guidelines apply.

2017 Advertising Rates - Full Color	
Size	Price Per Term (2 issues)
Full Page	\$1,575.00
1/2 Page	\$1,185.00
1/4 Page	\$885.00
Business Card	\$625.00
Page #3 Right-Hand Read	\$2,075.00
Inside Front/Back Covers	\$1,825.00
Back Cover (BC) (\$500 upchg.)	\$2,075.00

- Ad rates are net.
- All color is process color.
- Centerfold Space available, call for rates.

news/LINK
GROUP

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QUESTIONS?

Contact **Juli** at:
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