

**2007 NATIONAL EDITION**

Rate Base: 500,000

	FREQUENCY		
	1X	2X	4X
Back Cover	\$69,855	\$67,760	\$64,970
Cover 2	64,285	62,360	59,790
Cover 3	61,600	59,755	57,290
4C Full Page	\$56,000	\$54,320	\$52,080
2/3 Page	44,805	43,465	41,670
1/2 Page	33,605	32,600	31,255
1/3 Page	22,400	21,730	20,835
1/6 Page	11,200	10,865	10,420
2C Full Page	\$47,240	\$45,825	\$43,935
2/3 Page	37,795	36,665	35,150
1/2 Page	28,345	27,495	26,365
1/3 Page	18,900	18,335	17,580
1/6 Page	9,450	9,170	8,790
B/W Full Page	\$37,810	\$36,680	\$35,165
2/3 Page B/W	30,250	29,345	28,135
1/2 Page B/W	22,685	22,005	21,100
1/3 Page B/W	15,130	14,680	14,075
1/6 Page B/W	7,565	7,340	7,040
Bleed: No Charge			
<b>CONNECTIONS</b>			
4C 4 Inches	\$6,290	\$6,105	\$5,850
B/W 4 Inches	4,755	4,615	4,425
B/W 2 Inches	2,380	2,310	2,215

Note: Subject to copy and contract conditions.

## Mechanical Requirements

MAGAZINE TRIM SIZE: 8" x 10 1/2"

COLUMNS: Three to a page

PRINTING PROCESS: Web Offset, AAAA/MPA Standards

BINDING METHOD: Perfect Bound

PREFERRED MATERIALS: PDF-X-1A (4-color composite) digital files with total dot density/resolution of 300, two (2) color proofs (Kodak or Iris), with color bars, and one (1) ruled up laser proof output from the file supplies. Quark files will not be accepted. Instructions on creating PDF-X-1A files can be accessed at: [www.direct2.time.com](http://www.direct2.time.com)

SAFETY: All live matter must be a minimum of 5/16" from trim on all four sides.

Bleed Standard Units	Inches	Non-Bleed Standard Units	Inches
Spread	16 1/2 x 10 3/4	Spread	15 x 9 5/8
Full Page	8 1/4 x 10 3/4	Full Page	7 x 9 5/8
2/3 Page	5 1/4 x 10 3/4	2/3 Page	4 1/2 x 9 5/8
1/2 Page (Digest)	5 1/4 x 8	1/2 Page (Digest)	4 1/2 x 7 1/4
1/2 Page (Horizontal)	8 1/4 x 5 3/8	1/2 Page (Horizontal)	6 7/8 x 4 3/4
1/3 Page (Vertical)	3 x 10 3/4	1/3 Page (Vertical)	2 1/8 x 9 5/8
1/3 Page (Square)	5 1/4 x 5 3/8	1/3 Page (Square)	4 1/2 x 4 3/4
1/6 Page (Vertical)	N/A	1/6 Page (Vertical)	2 1/8 x 4 3/4
Covers	8 1/4 x 10 3/4	Covers	7 x 9 5/8

## General Information

BLEED: No charge.

POSITIONS: No positions guaranteed.

RATES AVAILABLE ON REQUEST FOR: Business reply cards, inserts, gatefolds, cut outs, pop-ups, scent strips, and special matched fifth colors.

SPECIAL ADVERTISING SUPPLEMENTS: Contact your representative for information about schedules, rates, and closing dates.

CONNECTIONS: All ads less than 1/6 of a page will be placed in the Connections section. Minimum size is one inch (14 lines). Maximum size is four inches (56 lines). Width is two and one quarter inches. Connections ads cannot earn Special Discounts or be combined with display ads to achieve frequency discounts.

PRODUCTION MATERIALS TO: Rosalie Abatamarco-Samat, Advertising Production Director, Travel + Leisure, 1120 Avenue of the Americas, New York, NY 10036, (212) 382-5690.

CONTRACTS, ORDERS TO: Paul Severini, Advertising Director, Travel + Leisure Family, 1120 Avenue of the Americas, New York, NY 10036, (212) 382-5865.

## Discounts

FREQUENCY DISCOUNTS: Frequency discounts are based on the number of insertions, 1/6 of a page or larger, during a 12-month contract year. National or regional insertions in the same or different editions of one issue will each contribute to frequency. A spread will count as two insertions.

SPECIAL DISCOUNTS: The following categories earn a 10% discount, which is taken off the one-time or earned rate: Mail Order, Resorts and Resort Areas\*, Restaurants, Tour Operators. The following category earns a 15% discount: Individual Hotels. The following categories earn a 20% discount: Drugs, Food, Retail.\*

CONSECUTIVE-PAGE DISCOUNT: Four to five consecutive pages in one issue will earn a 5% discount. Six consecutive pages or more in one issue will earn a 10% discount, subject to the maximum discount of 30%. The consecutive-page discount is for run of book pages priced at the open rate and cannot be combined with other discounts.

CHARITY DISCOUNT: Non-profit charitable organizations are entitled to a 20% discount for each insertion. No other discounts will apply.

MAXIMUM DISCOUNT: The maximum discount that may be earned by an advertiser in a contract year based on frequency, consecutive-page, special discounts, or any combination thereof, is 30%. Any combination of discounts must be taken consecutively, not cumulatively.

NO RATE HOLDERS: National and regional display advertising schedules may be combined to earn a frequency discount, except when the use of less expensive space reduces the total cost of the campaign below the amount, which would result from using the more expensive units' cost at their earned rates.

SUPPLIED INSERTS AND CARDS: Supplied inserts and cards will not earn frequency, but will contribute toward frequency discounts. However, special discounts will apply to supplied cards.

CONNECTIONS: Connections ads cannot earn special discounts or be combined with display ads for frequency discounts.

\*Does not apply to countries, states, and provinces.

## Copy + Contract Conditions

The following are certain general terms and conditions governing advertising published in Travel + Leisure Magazine (the "Magazine") published by American Express Publishing Corporation (the "Publisher").

- Rates are based on average total audited circulation, effective with the issue dated January 2007. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective on-sale dates.
- Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.
- The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.
- The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
- All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the Magazine upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in the Magazine, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created. In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.
- In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.
- No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
- The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
- Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.
- Invoices are rendered on or about the on-sale date of the Magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.
- Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
- Special advertising production premiums do not earn any discounts or agency commissions.
- The Magazine is subject to the American Express Publishing Corporation 2007 issue-by-issue tally (IBIT) pricing system. For additional information about the IBIT policy, visit [TLmediakit.com](http://TLmediakit.com).