



COMMERCIAL - *The American Wanderer (TAW)*

The American Wanderer (TAW) is the official publication of the American Volkssport Association (AVA), a non-profit, educational association that promotes public health and personal wellness, relaxation, recreation, fun and fellowship for all ages through aerobic, self-paced walking, swimming, bicycling and cross-country skiing activities. The AVA represents the United States as a member country of the International Volkssport Verband (IVV) and administers all IVV programs in the United States.

The publication provides its readers with general information, articles and pictures on special Association activities, Association business, health and fitness, safety, and issues of concern to the membership. Additionally, articles on upcoming national and international volkssporting events, event calendars and IVV award recipient lists are provided for the reader.

Issues: Quarterly – March, June, September, December. Type: 44 pages, tabloid newspaper, image area (10" x 16.69")

Circulation: 2,936

2,544 Individual Subscribers
235 Member Clubs and State Associations
157 General Public

Specifications for Ad Sizes:

Horizontal ads are:

1/2 page = 10" wide by 7.25" tall (or 7-1/4")
1/4 page = 10" wide by 3.625" tall (or 3-5/8")
1/8 page = 4.875" (4-7/8") wide by 3.625" tall (or 3-5/8")

Vertical ads are:

Full page = 10" wide by 14.75" tall
1/2 page = 4.875" (or 4-7/8") wide by 14.75" tall (or 14-3/4")
1/4 page = 4.875" (or 4-7/8") wide by 7.25" tall (or 7-1/4")
1/8 page = 2.312" (or 2-5/16") wide by 7.25" tall (or 7-1/4")

COMMERCIAL ADVERTISING RATES

Page Size	1 or 2 Issues Cost Per Issue	3 or 4 Issues Cost Per Issue	5 or 6 Issues Cost Per Issue
Full Page	\$600	\$575	\$500
1/2 Page	\$350	\$325	\$290
1/4 Page	\$225	\$210	\$175
1/8 Page	\$150	\$125	\$100

Prices subject to change without notice. Preferred page or position – add \$25.00.

Color advertisements – add \$100.00 to the cost of prices listed above.

COMMERCIAL ADVERTISING DEADLINES

Issue Run Date	Camera Ready High Resolution (300dpi) PDF
March	January 25
June	April 25
September	July 25
December	October 25



The American Wanderer (TAW) Commercial Advertiser Agreement

Date: _____

The firm listed below (Advertiser) agrees to purchase advertising space of the following size and cost subject to the Terms and Conditions listed on page 3.

Display Advertisement

Page Size	B/W - Color	How Many Issues	Month of Issue	Cost – Per Issue

Camera Ready High Resolution (300 dpi) PDF Advertisement Attached: _____ (yes or no)

Preferred Page Positioning: _____ (yes or no) If yes – add \$25.00.

Black/White or Color Ad: _____ If color – add \$100.00.

Special Requirements: _____

Total \$: _____ Credit Card #: _____ Expiration: _____

Advertising Agency:

Agency Name: _____

Acct Exec: _____

Street: _____

City/State/Zip: _____

Phone: _____

Email: _____

For Advertiser:

Signature: _____

Print Name: _____

Title: _____

For American Volkssport Association:

Signature: _____

Print Name: _____

Title: _____

Print/Mail **Advertising Agreement** form to address below, OR Save/Email form to: henry@ava.org
Email/Attach **Camera Ready High Resolution (300dpi) PDF Advertisement** to: henry@ava.org with subject line "TAW Advertisement".

American Volkssport Association, 1008 S. Alamo St., San Antonio, Texas 78228
Inquiries Contact: Henry Rosales at (210) 659-2112



TERMS and CONDITIONS

The party (the “Advertiser”) placing the advertising covered by this Advertising Agreement in *The American Wanderer (TAW)*, (the “Publication”) and the American Volkssport Association, (the “Publisher”) who owns the Publication hereby agree to be governed by the following terms and conditions:

1. TERMS OF PAYMENT

All Commercial advertising must be pre-paid by the advertising deadline prior to each issue. The Advertiser agrees to prepay all transportation and other charges on all materials sent to the Publisher. Payment must be received by the Publisher.

2. ADVERTISING MATERIALS AND DEADLINES

The subject matter, form, size, wording, illustration, and typography of the advertisement shall be subject to the approval of the Publisher. If the Publisher is unable to set any advertisement in the type or style as requested by the Advertiser, the Publisher may set such advertisement in such other type or style as in his opinion most nearly corresponds thereto. The Publisher shall set all closing dates for the submission of advertising.

3. PROOF OF INSERTION

The Publisher shall provide one (1) tear-sheet of the advertisement, unless more than one has been requested, within ten (10) working days after the advertisement appears in the Publication.

4. CANCELLATION

Cancellation of this Advertising Agreement by the Advertiser shall result in the recalculation of the total per issue cost for any advertisements of the Advertiser that have already been published.

5. LIMITATION OF LIABILITY AND INDEMNIFICATION

The Advertiser agrees that the Publisher shall not be liable for errors in or omission of the advertising in the Publication beyond the amount paid by the Advertiser for the advertising omitted, or in which the errors occur, for the issue life of the Publication which is two (2) months. The Advertiser further agrees to hold the Publisher harmless against all liability all claims, demands, obligations or charges, together with reasonable attorneys' fees and disbursements arising out of the content of any of the advertisements of the Advertiser that appear in the Publication.

6. GENERAL

A waiver by either party hereto of any default or breach by the other party shall not be considered as a waiver of any subsequent default or breach of the same or any other provisions hereof. This Advertising Agreement contains the entire agreement of the parties. No representations were made or relied upon by either party, other than those that are expressly set forth herein. The validity, interpretation, and performance of this Advertising Agreement shall be governed by and construed in accordance with the laws of the State of Texas and all obligations of the parties created hereunder are performable in and venue for the enforcement thereof shall lie in Bexar County, Texas. American Volkssport Association, Inc. does not guarantee the Advertiser sales by placing their advertisement in *The American Wanderer*.