

### SCHEDULE

ISSUE AND COVE DATE	ON-SALE	AD CLOSE	MATERIALS DUE
232 February	Jan. 15 - March 1	11/27/15	12/4/15
233 April	March 1 - April 15	1/15/16	1/22/16
234 ASCENT (May)	April 15 - Full Year	2/26/16	3/4/16
235 July	June 1 - July 15	4/8/16	4/15/16
236 August	July 15 - Sept. 1	5/27/16	6/3/16
237 October	Sept. 1 - Oct. 15	7/15/16	7/22/16
238 November	Oct. 15 - Dec. 1	8/26/16	9/2/16
239 January	Dec. 1 - Jan. 15	10/15/16	10/22/16



### EDITORIAL CALENDAR

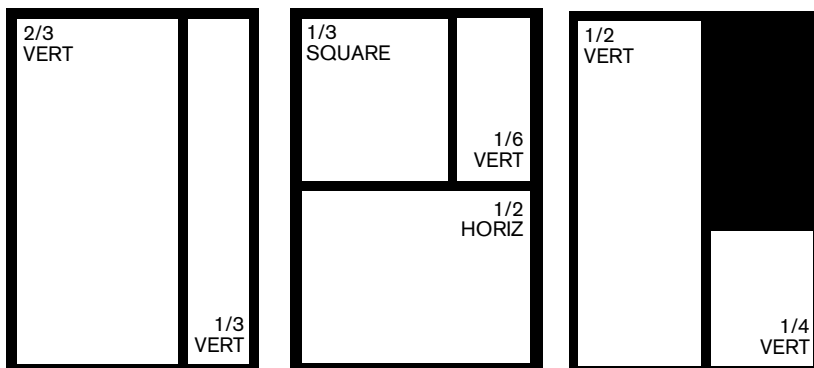
- 231 / JANUARY**  
Product Showcase with digital flipbook.
- 232 / FEBRUARY**  
Ice/alpine features and gear reviews.
- 233 / APRIL**  
Bouldering: The best new places.
- 234 / ASCENT / MAY**  
Annual collector's edition—since 1967!
- 235 / JULY**  
The Amazing Issue.
- 236 / AUGUST**  
Year-long road trip.
- 237 / OCTOBER**  
Photo issue.
- HOW TO CLIMB**  
New special edition.
- 238 / NOVEMBER**  
Nutrition and gym training.

### AD SPECS

AD SPACE	ORIENTATION	TRIM (width x height)	BLEED (width x height)	LIVE (width x height)
Spread		18" x 10.875"	18.25" x 11.125"	17.5" x 10.375"
Full Page		9" x 10.875"	9.25" x 11.125"	8.5" x 10.375"
2/3 Page		5.666" x 10.875"	5.916" x 11.125"	5.166" x 10.375"
1/2 Page	Vertical	4.3125" x 10.875"	4.5625" x 11.125"	3.8125" x 10.375"
1/2 Page	Horizontal	9" x 5.3125"	9.25" x 5.4375"	8.5" x 4.8125"
1/3 Page	Vertical	3" x 10.875"	3.25" x 11.125"	2.5" x 10.375"
1/3 Page	Square	5.167" x 4.8125"		
1/4 Page		3.8125" x 4.8125"		
1/6 Page		2.45" x 4.8125"		
Gear Finder/Guide Finder		2.25" x 3"		

Bleed refers to the areas of your ad that extends off the page and will be trimmed off. Trim refers to the size your ad will be trimmed to. Live area is reserved for anything you do not want to trim, such as text or your model's head.

### AD FORMATS



### DIGITAL SUBMISSIONS

Accepted if saved in a compatible format. Email ads less than 10mb (including all support files and fonts) to: [ad@bigstonepub.com](mailto:ad@bigstonepub.com). Upload larger files to our FTP site.

**Host:** ftp.bigstonepub.com  
**User Name:** bigstoneads@bigstonepub.com  
**Password:** bigstone  
**Port:** 21

Please place the file in the pertinent magazine and issue folder.

### ADVERTISING MATERIALS

Materials requiring production are due seven days prior to materials deadline and should be accompanied by explicit instructions. Production \$100/hour; 1-hour minimum. Art submitted after deadline is subject to \$50 blueline fee.