

# Lifestyles

A PUBLICATION FOR MONACO ENTHUSIASTS

## CIRCULATION

A total of 19,000 copies of Lifestyles are printed 6 times per year, with 15,500 copies mailed directly to owners of Monaco brand motorhomes and 3,500 copies distributed to dealer's showrooms.

## COMBINATION DISCOUNTS

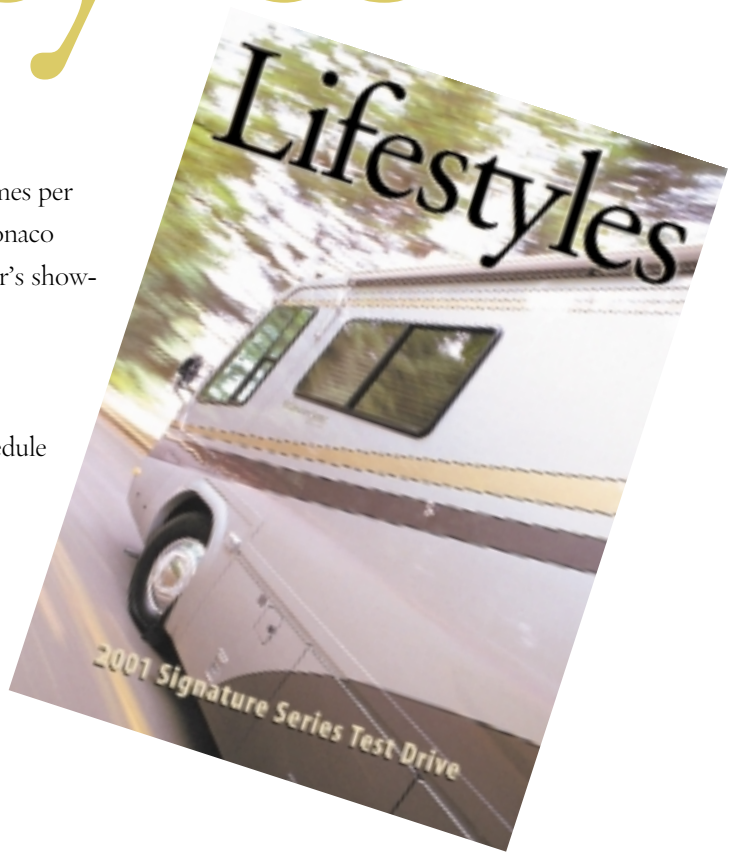
Advertisers who contract for a minimum 3-time schedule in Lifestyles and a 3-time schedule in Holiday Rambler's Holidays will receive an additional 10% discount off the earned rate in each magazine. Advertisers who contract for a full-schedule in both issues will receive an additional 15% discount off the earned rate in Lifestyles and Holidays.

## CONTACT

Chuck Kastler  
Monaco Coach Corporation  
91320 Coburg, OR 97408  
Coburg, OR 97408  
Phone (775) 772-3023  
Fax (541) 681-8899

## SEND ARTWORK TO

David Choate  
Monaco Coach Corporation  
91320 Coburg Industrial Way  
Coburg, OR 97408  
Fax (541) 681-8899  
Phone (541) 681-8838  
e-mail:  
dchoate@monaco-hr.com



LIFESTYLES GENERAL ADVERTISING RATES  
(EFFECTIVE JANUARY 2001)

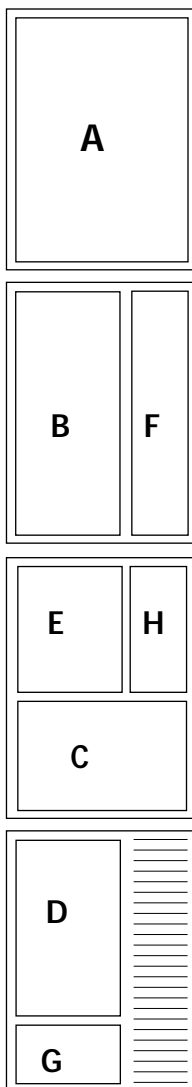
	1X	3X	6X
<b>Black and White</b>			
Full page	\$1060	920	795
2/3 page	857	680	598
1/2 page	598	500	417
1/3 page	415	365	321
1/6 page	226	186	168
<b>Two-Color</b>			
Full page	\$1255	1085	958
2/3 page	983	806	725
1/2 page	683	583	520
1/3 page	460	410	365
<b>Four-Color</b>			
Full page	\$1375	1172	1045
2/3 page	1160	869	788
1/2 page	730	630	540
1/3 page	510	455	410

Special full page positions (as Available)

Inside front cover \$1688 (1x), \$1452 (3x), \$1307 (6x)

Inside back cover \$1512 (1x), \$1289 (3x), \$1150 (6x)

ARTWORK DIMENSIONS



	Width X Height
<b>A- Full Page</b>	7 7/8" x 10 5/8"
<b>B- 2/3 (Vertical)</b>	4 1/2" x 9 5/8"
<b>C- 1/2 (Horizontal)</b>	7" x 4 5/8"
<b>D- 1/2 (Vertical)</b>	4 1/2" x 7"
<b>E- 1/3 (Horizontal)</b>	4 1/2" x 4 3/4"
<b>F- 1/3 (Vertical)</b>	2 1/4" x 9 5/8"
<b>G- 1/6 (Horizontal)</b>	4 1/2" x 2 1/4"
<b>H- 1/6 (Vertical)</b>	2 1/4" x 4 3/4"

Advertising Agencies are subject to a 15% discount.

**Artwork specs:** \*Full page live space is 7x10. Bleeds add 1/8" to the dimensions given for A.

\*\* Black + 1 color (Cyan, Magenta, or Yellow).

If you would like Monaco to design your ad, please let Chuck know at time of closing.

**Film Specifications:** Offset negatives, Emulsion down, 150 lpi.

**Cancellations must be made 30 days prior to closing date. All clients are subject to short rate invoicing if contract is not fulfilled.**

ISSUE (LIFESTYLES)

DEADLINES

	CLOSING	ARTWORK
FEBRUARY/MARCH	DECEMBER 10	JANUARY 1
APRIL/MAY	FEBRUARY 10	MARCH 1
JUNE/JULY	APRIL 10	MAY 1
AUGUST/SEPTEMBER	JUNE 10	JULY 1
OCTOBER/NOVEMBER	AUGUST 10	SEPTEMBER 1
DECEMBER/JANUARY	OCTOBER 10	NOVEMBER 1

# Holidays

A Publication for Holiday Rambler Enthusiasts

## CIRCULATION

A Total of 33,500 copies of Holidays are printed 6 times per year, with 21,500 copies mailed directly to Holiday Rambler owners and 12,000 copies distributed to dealer's showrooms.

## COMBINATION DISCOUNTS

Advertisers who contract for a minimum 3-time schedule in Holidays and a 3-time schedule in Monaco Lifestyles will receive an additional 10% discount off the earned rate in each magazine. Advertisers who contract for a full-schedule in both issues will receive an additional 15% discount off the earned rate in Lifestyles and Holidays.

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HOLIDAYS GENERAL ADVERTISING RATES (EFFECTIVE JANUARY 2001)

	1X	3X	6X
<b>Black and White</b>			
Full page	\$1360	1178	1017
2/3 page	1097	872	768
1/2 page	768	640	530
1/3 page	532	468	412
1/6 page	290	250	225

	1X	3X	6X
<b>Two-Color</b>			
Full page	\$1608	1389	1227
2/3 page	1259	1033	929
1/2 page	875	746	665
1/3 page	590	525	468

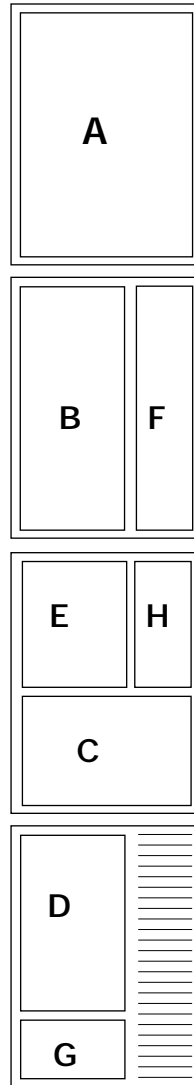
	1X	3X	6X
<b>Four-Color</b>			
Full page	\$1778	1500	1340
2/3 page	1486	1114	1010
1/2 page	935	807	693
1/3 page	653	583	525

Special full page positions (as Available)

Inside front cover \$2163 (1x), \$1860 (3x), \$1678 (6x)

Inside back cover \$1938 (1x), \$1652 (3x), \$1473 (6x)

ARTWORK DIMENSIONS



	Width X Height
<b>A-</b> Full Page	7 7/8" x 10 5/8"
<b>B-</b> 2/3 (Vertical)	4 1/2" x 9 5/8"
<b>C-</b> 1/2 (Horizontal)	7" x 4 5/8"
<b>D-</b> 1/2 (Vertical)	4 1/2" x 7"
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ISSUE (HOLIDAYS)

DEADLINES

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MARCH/APRIL	JANUARY 10	FEBRUARY 1
MAY/JUNE	MARCH 10	APRIL 1
JULY/AUGUST	MAY 10	JUNE 1
SEPTEMBER/OCTOBER	JULY 10	AUGUST 1
NOVEMBER/DECEMBER	SEPTEMBER 10	OCTOBER 1