

SCUBA Adventures

Magazine

THERE IS A NEW WORLD FOR YOU TO EXPLORE...
WE CAN TAKE YOU THERE!

EQUIPMENT
SNORKEL, SCUBA
AND TECH GEAR

TRAINING
RECREATIONAL OPEN WATER
AND TECHNICAL DIVING

TRAVEL
CAYMAN BRAC
DOMINICA
PALAU MICRONESIA
BONAIRE
DRY TORTUGAS
COSTA RICA
COZUMEL MEXICO
TURKS & CAICOS

FLORIDA ADVENTURES
ADVENTURE RECIPES



GUDGEL GRAPHIX
presents

SCUBA adventures Magazine & SCUBA adventures Magazine.com

**Divers + Adventure Travelers + Businesses =
New Customers FOR YOU!**

**Reach them every day, all year long,
with one affordable publication!**

Dear Advertiser:

Do the math and dive right in! Southwest Florida is one of the fastest growing regions and most lucrative consumer markets. The members, newcomers, visitors and residents spend millions of dollars on retail items, professional services, lodging, dining, travel and real estate.

You can reach them easily and inexpensively through the pages of **SCUBA adventures Magazine** and on the web at **SCUBA adventures Magazine.com**. Can you afford to invest \$160 to \$190 a month to promote your business? If your answer is YES, then you can afford a FULL PAGE COLOR AD! **SCUBA adventures** is filled with several advertising sections specifically for *Florida Adventures, Adventure Training, Marine Services and Adventure Restaurants and Recipes*. **SCUBA adventures** is a comprehensive keepsake/reference guide to diving in the area and beyond. It is filled with valuable information that every diver, photographer and adventure traveler will use again and again. Its incredible photography and adventure dive travel information, along with the latest equipment and certifications available make it a true keepsake as well as a handy reference guide. This makes **SCUBA adventures** a valuable marketing tool for any advertiser.

The **2007** edition of **SCUBA adventures** will be distributed throughout the area and will work hard to promote you and your business in **PRINT** and on the **INTERNET**. . The accompanying rate sheet outlines the magazine's comprehensive distribution, content and format.

Reserve your advertising space today by calling me at **239-642-4834** or **239-682-2709**.

Sincerely,

Tracy Gudgel
Publisher & President
GUDGEL GRAPHIX

Att.: Rate Sheet

GUDGEL GRAPHIX • Production Office: 239-642-4834 • Direct Production: 239-682-2709 • Fax: 239-642-0552
E-mail: tracy@gudgelgraphix.com • Website: www.gudgelgraphix.com

CAN YOU AFFORD THIS MONTHLY INVESTMENT FOR YOUR BUSINESS?

2007

Size	<i>Monthly Standard Rate</i>		<i>Monthly Member Discount Rate</i>	
	Color	B/W	Color	B/W
Full	\$190	\$171	\$162	\$146
2/3	156	141	133	119
1/2	130	117	111	100
1/3	96	87	82	73
1/6	79	71	67	60

<i>Preferred Positions</i> (4-Color Only)	<i>Monthly Standard Rate</i>	<i>Monthly Member Discount Rate</i>
Back Cover	\$262	\$223
Inside Covers	\$232	\$197
Center Spread	\$314	\$267

**IF YOUR ANSWER IS YES,
THEN YOU CAN AFFORD TO INVEST IN THIS!**

2007

Size	<i>Standard Rate</i>		<i>Member Discount</i>	
	Color	B/W	Color	B/W
Full	\$2,290	\$2,061	\$1,947	\$1,752
2/3	1,880	1,692	1,598	1,438
1/2	1,570	1,413	1,335	1,201
1/3	1,160	1,044	986	887
1/6	950	855	808	727

<i>Preferred Positions</i> (4-Color Only)	<i>Standard Rate</i>	<i>Member Discount</i>
Back Cover	\$3,150	\$2,678
Inside Covers	\$2,790	\$2,372
Center Spread.....	\$3,770	\$3,205

**Reach an unlimited amount of people daily through the pages of
SCUBADVENTURES MAGAZINE
and on the internet at
SCUBADVENTURESMAGAZINE.COM**

SCUBA adventures Magazine

*The Official Annual Diving & Adventure Travel Magazine for **SCUBA**Adventures.*
 Reach an UNLIMITED amount of consumers, all year long, in Southwest Florida's fastest-growing regions!

DISTRIBUTION:

- Available on the INTERNET and to Members, Visitors, Newcomers and Residents of Southwest Florida exclusively at Chamber's Visitor Information Centers, Hotels and Businesses in Bonita Springs, Naples, Marco Island and the Keys.

Additional Distribution Includes:

- **SCUBA**AdventuresMagazine.com
- **SCUBA**Adventures Members
- **SCUBA**Adventures Vendors
- Area Hotels, Restaurants and Shopping centers
- Local Banks, Medical Centers, Lobby Displays and Waiting Areas
- Professional and Real Estate Offices
- Dive Centers and Marinas
- Area Travel Agencies

Contents

- Top-quality photography and design
- Comprehensive information for members, visitors, newcomers and residents interested in local diving and adventure dive travel
- Detailed information on recent dive trips
- Adventure Travel, Florida Adventures, Dive Training and Adventure Services & Recipes
- Information on quality dive equipment and underwater photography

Format

- Trim size 8-1/8" x 10-7/8"
- Glossy keepsake/reference piece

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(4-Color Only)

Standard Rate

Member Discount

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Buy a Full Page Ad and get a Full Page Ad PLUS a 1/6 ad on SCUBAAdventuresMagazine.com for FREE

Listing only in magazine & on website with link to your website\$400

Listings in the magazine and on the internet are FREE to advertisers

Advertising Space & Production Deadline

Supplied Advertising Deadline

1-9-07

1-23-07

For additional information, contact:

Tracy Gudgel

GUDGEL GRAPHIX

Production Office (239) 642-4834 • Direct Production (239) 682-2709 • Fax (239) 642-0552

E-mail: tracy@gudgelgraphix.com • Website: www.gudgelgraphix.com

SPECIAL AD SECTION

**ADVENTURE
RESTAURANTS**

LOCAL FAVORITES

If you are a
Restaurant
Catering Business
Personal Chef
Health Food Store/Cafe
Specialty Store
Gift Basket/Party Store
**YOU NEED TO
ADVERTISE HERE!**

YOUR AD HERE FREE!

**Plus on the Internet
Plus FREE listings**

If you buy a
FULL PAGE COLOR AD

A SAVINGS of \$1350

or

Buy a 1/6 color ad with
photo for \$800
or w/o photo for \$600
and
still get FREE listings

SPECIAL AD SECTION

**ADVENTURE
TRAINING**

HEALTH & FITNESS

If you are a
Health Club & Spa
Personal Trainer
Nutritionist
Health Food Store
Massage Therapist
Chiropractor
**YOU NEED TO
ADVERTISE HERE!**

SPECIAL AD SECTION

**FLORIDA
ADVENTURES**

EXCURSIONS

If you are a
Sightseeing Boat
Charter Company
Canoe, Kayak or Boat
Rental Company
Air Boat Tour Company
Local Attraction
**YOU NEED TO
ADVERTISE HERE!**

**Photo or
Company
Name
Here**

Your
Information or Recipe
Here, Here, Here, Here,
Here, Here, Here, Here,
Here, Here, Here, Here,
Here, Here, Here, Here,
Here, Here, Here, Here,
Here, Here, Here, Here,
Here, Here, Here, Here,
Here, Here, Here, Here.

Your Company Name
Address
Phone #'s
Website

SPECIAL AD SECTION

**MARINE
SERVICES**

If you are a
Marina
Marine Service/Repair,
Broker, Dealer or
Storage Company
Bottom Painter
Dive Service
Electronics Specialist
**YOU NEED TO
ADVERTISE HERE!**

**TRACY GUDGEL
GUDGEL GRAPHIX**

www.gudgelgraphix.com

(239) 642-4834 (Production Office)

(239) 682-2709 (Direct Production)

PRODUCTION E-MAIL:

tracy@gudgelgraphix.com

Date:	# Of Pages	Quick Fax	
To:		From:	
Co./Dept.		Co./Dept.	
Fax:		Fax:	
Phone:		Phone:	
Note:		E-Mail:	

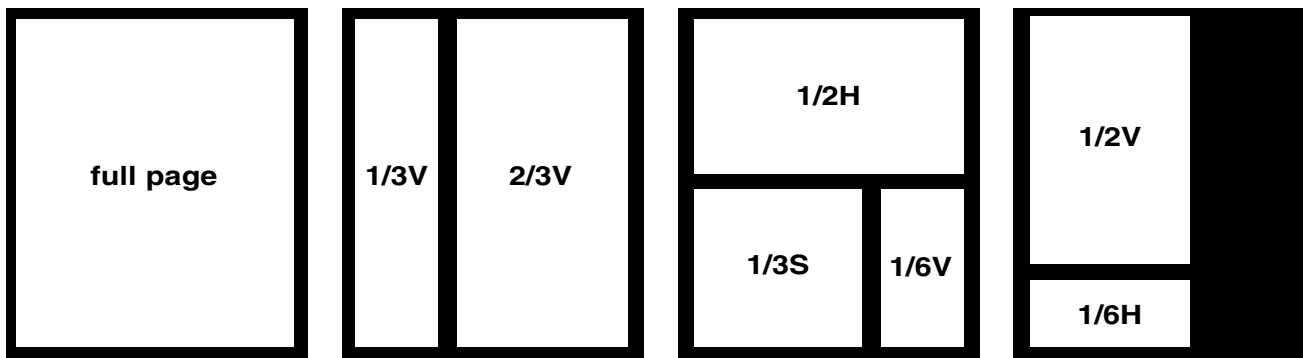
Mechanical Requirements/Electronic Ad Specs

SCUBA adventures Magazine

ad size	width	x	height
2 page spread	16 1/4"	x	10 7/8"
Full page	8 1/8"	x	10 7/8"
2/3 vertical	4 5/8"	x	9 7/8"
1/2 horizontal	7 3/8"	x	4 7/8"
1/2 vertical	4 5/8"	x	7 3/8"
1/3 vertical	2 1/4"	x	9 7/8"
1/3 square	4 5/8"	x	4 7/8"
1/6 vertical	2 1/4"	x	4 7/8"
1/6 horizontal	4 5/8"	x	2 3/8"

Trim Size: 8 1/8 W x 10 7/8 H Safety 1/4" inside trim size Bleed 1/4" outside trim size

Call for pricing on production ads.



Acceptable Graphics and Layout Applications for Ads Supplied by the Advertiser are:

QuarkExpress (Ver. 3.0 or higher)
Photoshop (Ver. 2.5 or higher)

E-mailing Ad: All images used in your ad must be high-res quality (at least 300 dpi) and in one of the following file formats: TIFF or PDF.

Production Ads:

If graphics or photos have to be e-mailed for a production ad, they need to be **hi-res jpeg** images (300 dpi). E-mailed images need to be saved larger than the final print size to retain resolution.

Call production if a photo needs to be taken for your ad.

Website photos or graphics are NOT ACCEPTED.

Mailing Ad: Please provide a color proof and printouts of disk directory (highlight files used).

Acceptable Media:
(Do not compress files!)
CD