



THE MAGAZINE FOR GEOCACHERS

PUBLISHED BIMONTHLY (6 ISSUES PER YEAR)

GEOCACHER

Mechanical Specifications

We keep it simple.

Deadlines

Don't miss out on the opportunity to put your product in front of our readers.

Advertisement Sizes and Rates

A size and rate for every budget.

Plus:

- Reader Comments
- Trackability
- Free Design & Layout

MEDIA KIT

Trackability Means Added Exposure

Random lucky subscribers will receive a special gold foil seal – a bit like a “Willy Wonka” golden ticket – embossed with a code trackable on geocaching.com. Trackability means the magazine (and your advertisement) will be shared with many other geocachers long after it is read by the subscriber.



Reader Response

“I just received my first FTF and you guys NAILED IT! I just added a subscription for my son. Even my husband who isn’t really into caching sat and read it. If you can keep up the quality you have a real winner. I truly enjoy being able to hold it in my hand and be able to lay it down and pick it back up as needed. You can believe it will be my “Show and Tell” at the meet and greet on February 13th. Thanks for a wonderful, colorful magazine. Really had me laughing and going Oh, I didn’t know that, and I thought I had seen most everything. Guess you can teach an old dog something new. LOL. Receiving the Pathtag was just as exciting, never thought I would be that lucky. Thanks again and Happy Caching. – Frozen Buns, aka Beverly Edwards-Cathcart

Online Resellers

Email retailsales@ftfgeocacher.com if you are interested in carrying the magazine in your online store.



Mechanical Specifications

Ads should be created in CMYK color in hi-resolution (at least 300dpi) with all images & fonts imbedded.

Preferred File Format
JPG

Accepted File Formats
EPS · PDF · TIF

Send all artwork and production questions to:
ads@ftfgeocacher.com

Subscriber Promotions

Geocachers love SWAG. That’s why we plan to include a little with each subscription. Advertisers who wish to include a promotional item in our new-subscriber packet may do so free of charge. Promotional items should be thin and lightweight. Suitable items include geocoins, pathtags, coupons, stickers, etc., in any quantity. Email magpromo@ftfgeocacher.com if you would like to insert a promotional item into our new-subscriber packets.

Print Schedule

Magazine Issue	Ad Art Deadline	Press Date	Est. Mailing Date
January-February	Feb. 10	Feb. 20	March 1
March-April	Apr. 10	Apr. 20	May 1
May-June	Jun. 10	Jun. 20	July 1
July-August	Aug. 10	Aug. 20	September 1
September-October	Oct. 10	Oct. 20	November 1
November-December	Dec. 10	Dec. 20	January 1

Advertising reservations and deadlines are somewhat flexible. To advertise in the next edition of FTF Geocacher, please contact Keith Petrus at 361-354-1064 or email ads@ftfgeocacher.com

Full Page Mega Ad

\$250.00 x 3*

6 7/8" x 9 3/4"

**Bleed Dimensions:
8 3/4" x 11 1/4"**

Nano Ad

\$20.00 x 3*

2 1/8" x 2"

Micro Ad

\$40.00 x 3*

2 1/8" x 4 1/8"

Regular Ad Vertical

\$80.00 x 3*

2 1/8" x 8 1/2"

Regular Ad Horizontal

\$80.00 x 3*

4 1/2" x 4 1/8"

***Ad it Up**

All advertising is sold in blocks of 3 issues. For example, a \$20 Nano ad would appear in 3 issues and cost the advertiser \$60.00

Need help? We'll create your ad at no extra charge. Just send text and photos to: ads@ftfgeocacher.com

The Geocacher



Photo: Martin Biskoping