

**PRICING**

**INSIDE PAGES (NEWSPRINT)**

	<b>B &amp; W</b>	<b>COLOR</b>
1/8 pg .....	\$38	\$48
1/4 pg .....	\$72	\$89
1/2 pg .....	\$135	\$169
FULL pg.....	\$275	\$340

**COVER STOCK (FULL-COLOR GLOSSY)**

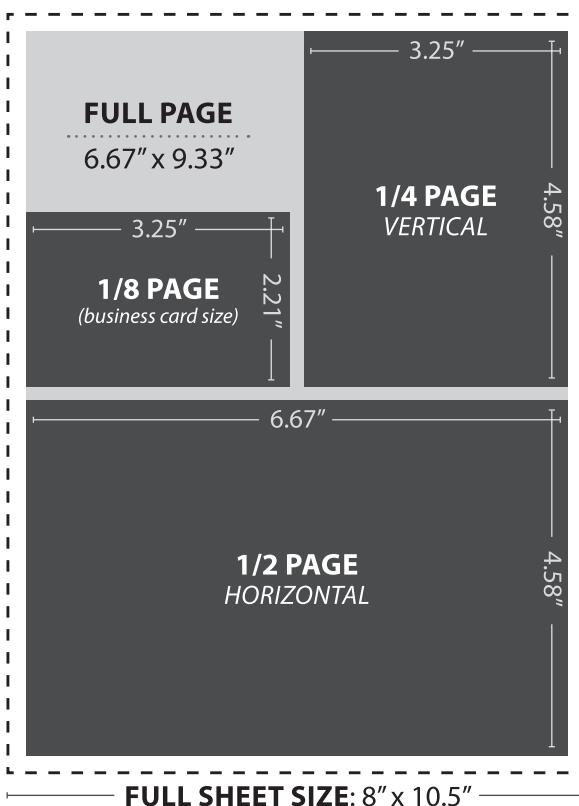
1/4 page (vertical) .....	\$110
1/2 page (vertical or horizontal) .....	\$215
Inside Back Cover (full page) .....	\$390
Inside Front (full page) .....	\$395
Outside Back Cover (full page) ....	\$425

**DISCOUNTS AND INCENTIVES**

4-issue contract locks in these rates for one year

Pre-paid cash discount.....	5%
Non-profit and educational groups.....	10%
4-Issue contract.....	5%

**PRINT/WEB AD SPECIFICATIONS**



**PRINT SIZES**

**INSIDE PAGES**

**FULL PAGE**  
6.67" x 9.33"

**1/2 PAGE**  
horizontal ..... 6.67" x 4.58"  
vertical..... 3.25" x 9.33"

**1/4 PAGE**  
horizontal ..... 6.67" x 2.21"  
vertical..... 3.25" x 4.58"

**1/8 PAGE**  
(approx. business card size)  
3.25" x 2.21"

**COVER STOCK**

**FULL PAGE**  
8" x 10.5" (plus 1/8" bleed)

**1/2 PAGE**..... 7"(w) x 5"(h)

**1/4 PAGE** (vertical only)  
3.5"(w) x 4.75"(h)

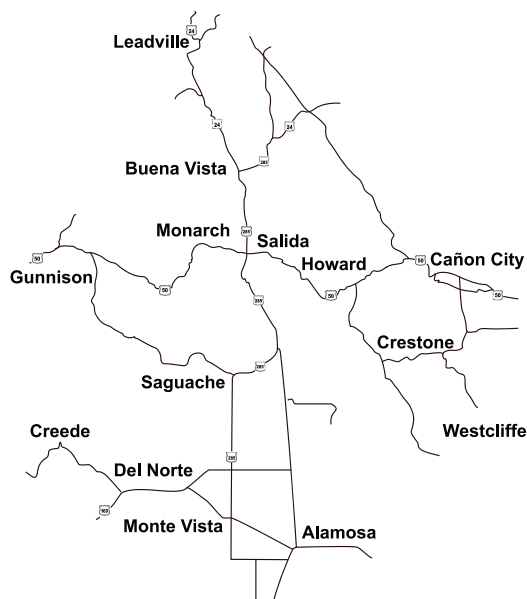
**FULL SHEET SIZE: 8" x 10.5"**

**WEB SIZES**

**TILE ADS** (no discounts) ..... \$35 per month

**BANNER ADS** (in rotation on all pages)..... \$45/month plus 25¢/click

**MARKET REGION MAP**



**ADDITIONAL INFORMATION**

**DEADLINES/SCHEDULE**

Print-ready ads must be submitted by the 20th of the month prior to publication.

**EXAMPLE:** Deadline for April edition would be March 20.

The magazine is mailed from Salida during the last week of the prior month, and should be on the news racks by the first day of the new month.

**ADVERTISEMENT POSITIONING**

We attempt to honor all requests for position, but cannot guarantee it. However, it's a small magazine, so every ad will get noticed.

**BILLING**

We send bills on the first each month. Payment is due within 15 days.

**PROOFS**

We endeavor to provide every advertiser with a proof prior to publication. The sooner we get the ad, the faster we provide the proof. We primarily e-mail proofs as PDF attachments.

*Disclaimer: Our liability for any ad is limited to the cost thereof. We reserve the right to reject any advertisement for any reason that suits us, or no reason at all.*