

# MOUNTAIN Kids

YOUR FAMILY'S LOCAL RESOURCE

## Rate Sheet Summer 2008

**Publication Date:** May 21, 2008  
**Space Reservation Deadline:** March 31, 2008  
**Payment Deadline:** April 11, 2008  
**Ad Approval Deadline:** April 11, 2008  
**Digital Ready Print Ads Material Deadline:** April 11, 2008

### 4. Archived ads with links to your website online

Our online magazine is archived so that readers can research previous issues.

### 5. Use of your ad elsewhere

We will gladly give you a copy of your ad to use in other publications and/or other uses at no additional charge.

### PREMIUM POSITIONS

Inside Front cover: 8.5" wide x 11.125" deep \$1,265.00  
 Inside back cover: 8.5" wide x 11.125" deep \$1,265.00  
 Back Cover: 8.5" wide x 11.125" deep \$1,485.00  
 1/2 page under Calendar: 7.25" wide x 4.75" deep \$600.00

### RUN OF PUBLICATION

Full page: 8.5" wide x 11.125" deep \$900.00  
 2/3 page: 4.75" wide x 9.875" deep \$715.00  
 1/2 page: 7.25" wide x 4.75" deep \$575.00  
 1/3 page vertical: 2.25" wide x 9.875" deep \$385.00  
 1/3 page horizontal: 4.75" wide x 4.75" deep \$385.00  
 1/6 page: 2.25" wide x 4.75" deep \$300.00

### BUSINESS CARD AD: \$150.00

Includes your logo, contact information, and website mentioned beneath title.

### INCLUDED IN PRICE

1. Ad Production
2. Four Color
3. Online ad with link to your company website

\*NOTE: We are the ONLY magazine in Gunnison County that includes an ad in our online magazine with a link to your company website. Our online version is linked to the Gunnison Tourism Association Website, Crested Butte Mountain Resort Website, The Crested Butte News Website, Visit Crested Butte Website and local chamber websites. Visit our website at [www.mountainkidsmagazine.com](http://www.mountainkidsmagazine.com) to see our online version.

Full page  
and covers

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### AD APPROVAL

Ad approval from advertiser to Mountain Kids Magazine, LLC must be obtained in writing or by e-mail by April 11, 2008. If ad approval has not been obtained after Mountain Kids Magazine documents three attempts to get ad approval, the ad will be printed without approval and is not subject to refund and Mountain Kids Magazine, LLC is not held liable for any errors or omissions.

### DISTRIBUTION

We will print 8,000 copies available free to the public. They will be distributed at the Gunnison Chamber of Commerce (Hwy. 50), Mt. Crested Butte Transit Center, Crested Butte/Mt. Crested Butte Chamber of Commerce, The Gunnison Regional Airport, Grocery Stores, Hotels, Property Management Companies, Restaurants, Real Estate Offices, Banks, and other retail outlets. The complete online version and our print version are also available online at [www.mountainkidsmagazine.com](http://www.mountainkidsmagazine.com).

### ELECTRONIC AD CHECKLIST

If your company is producing your ad, please visit our website at [www.mountainkidsmagazine.com](http://www.mountainkidsmagazine.com) for specs. The information can be found on our home page, right side, near top of page. Click on Rate Sheet and Specs. Download the information.

Please call Tricia at (970) 275-5000 or e-mail [tricia@mountainkidsmagazine.com](mailto:tricia@mountainkidsmagazine.com) with any questions.

