

# ADVERTISING RATES 2008

ADVENTURE GUIDE

The SAN JUANS

## #1 ADVENTURE PUBLICATION



Annual Contracts-5% discount  
All rates are net

▶ *The San Juans Adventure Guide* pocket magazine is the premier activity guide for the San Juan region including Telluride, Mountain Village, Ridgway, Ouray, Montrose, Norwood and Silverton. For jeeping, hiking, fishing, skiing, sleigh rides and more, this is the most affordable four-color advertising in the region.

### ▶ GUARANTEED CIRCULATION 25,000 per issue

*The San Juans Adventure Guide* pocket magazine is distributed to select San Juan area hotels, motels, resorts and bed & breakfast guest rooms 365 days a year; plus community chambers of commerce, visitor centers, local businesses, bookstores, magazine racks and all advertisers.

### ▶ NET RATES/ISSUE

Quarter Page .....	\$395
Third Page .....	\$495
Half Page .....	\$775
Full Page .....	\$1,175
Before Contents .....	\$1,295
Inside Front/Back .....	\$1,630
Back Cover .....	\$2,120

### ▶ DEADLINES

<b>SPACE</b>	Summer/Fall—March 14th Winter/Spring—August 29th
<b>MATERIALS</b>	Summer/Fall—March 28th Winter/Spring—September 12th
<b>OFF PRESS</b>	Spring/Summer—May Fall/Winter—November

### ▶ CONTACT

**ROZ WATSON  
or JEFF BUSH**  
970-728-3422 ext. 1  
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### ▶ AD PRODUCTION NOT included in rate schedule

Requested ad design/production, scans and/or supplementary proof changes will be billed at \$75 per hour and \$55 to \$150 per scan. Photography or custom art is not included and must be supplied by advertiser (300 dpi minimum resolution at 100% of final printed size). Client will be charged \$25 per digital retrieval, plus other expenses such as FedEx, design time, etc., if they so apply.



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### Style Mags

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