

SPIRIT^{OF}THE VALLEY

The Magazine of Mountain Wellness

DISTRIBUTION INFORMATION

~ 10,000 copies to be distributed at businesses and high traffic areas in Ketchum, Hailey, Bellevue, Twin Falls, Buhl, Pocatello, Boise, and Moscow. See attached distribution schedule for more detailed information.

Dimensions:

~ *Spirit of the Valley* is a quarterly, 56+ pages, and printed on white newsprint. Page size is 10.75 x 13.5, and all advertising rates are based on these dimensions. All prices are For Print Ready Ads. (See Ad Spec sheet for more information). Rates for ad builds, modifications, and other production fees are priced at the rate of \$60 per hour of studio time.

Cost of Black & White Ads Per Insertion*

	x 1	x 2 (-5%)	x 3 (-10%)	x 4 (-15%)
Full Page	\$650	\$618	\$585	\$553
Half	375	356	338	318
Third	300	285	270	255
Quarter	250	238	225	213
Sixth	200	190	180	170
Eighth	125	119	112	106
1/16	90	85	81	76

COLOR ADS: Color ads are available on every page of the publication. The rates are as follows:

	x 1	x 2 (-5%)	x 3(-10%)	x 4(-15%)
Full Page	\$750	\$712	\$675	\$637
Half	400	380	360	340
Quarter	275	261	247	238
Eighth (horizontal only)	\$175	166	157	148

**An Additional 5% Discount Will Be Given to Yearly
(X4) Contracts Paid in Full Upon First Insertion**

Ads must be paid in full at press time.