

Put Your Advertising Dollar to Good Use . . . Without Breaking the Bank!

creede

MAGAZINE

Why advertise your business with Creede Magazine? Here are three great reasons:

1. YOUR BUSINESS IS SEEN ALL OVER THE WORLD BY THOUSANDS OF READERS

Creede Magazine is delivered via U.S. Mail on the first of each distribution month. Creede Magazine is sold in the San Luis Valley in stores in Creede, South Fork, Del Norte and Alamosa, and is available outside the Valley in Gunnison, Salida and Ouray. This means your advertisement is being seen by up to 250,000 possible readers—that's 1.5 million possible readers each year. *Creede Magazine* is also distributed to our 1,200 loyal subscribers and readers who live in all 50 states and six foreign countries around the world.

2. READERS SEE YOUR AD IN STUNNING FULL-COLOR QUALITY

Each issue of *Creede Magazine* is printed on high-quality, 80 lb. glossy white paper in full color. This allows for the best presentation of your business to our readers, giving you an excellent opportunity to reach potential customers.

The statistics are staggering:

- Readers pay attention up to 82% longer with full-color advertising
- Use of color in an advertisement has been shown to increase readership by up to 80%
- Use of color in an advertisement has been shown to increase the likelihood of a purchase by 80% or more
- Brand identification is increased 70% when color is added.
- Information is communicated up to 70% faster and 77% more effectively with color versus black and white

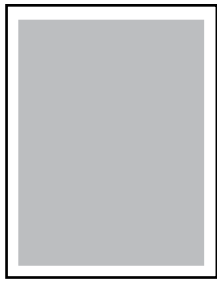
Data Sources: Color for Impact, Jan V. White 1996; The Persuasive Properties of Color, Robert E. Green, Marketing Communications; USA Today, Wharton Business School, Case & Company, Management Consultants; Bureau of Advertising, What's Working in Direct Marketing

3. WE WORK WITH YOU TO CREATE A COMPREHENSIVE ADVERTISING CAMPAIGN

The success of *Creede Magazine* is directly related to the success of your business. Therefore, our primary concern is that your business has a comprehensive and quality advertising campaign that best represents it. In order to fulfill this mission, we offer a complimentary advertising consultation at your convenience. We work closely with a locally-owned graphic design firm, *B4 Studio*, to create the best advertisement for your growing business. We want you to have an advertisement that works!

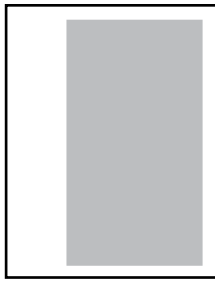
Let *Creede Magazine* assist you in your business's continued success!

P.O. Box 840 • Creede, CO 81130 • Phone: (719) 658-2624 • Fax: (719) 658-2634 • Email: advertising@creedemagazine.com

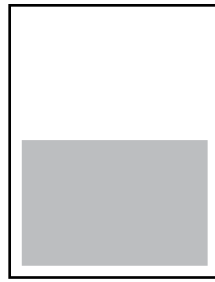


FULL PAGE (LIVE AREA)
7.5" x 10"

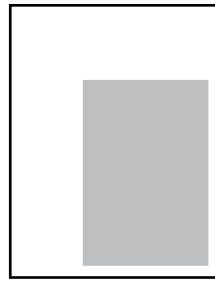
FULL PAGE (BLEED)
9" x 11.5"



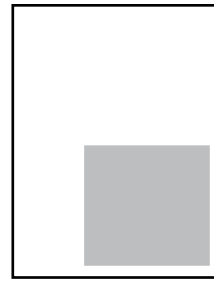
2/3 VERTICAL
4.75" x 9.75"



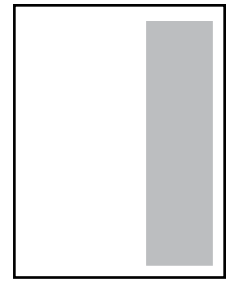
1/2 HORIZONTAL
4.75" x 7.5"



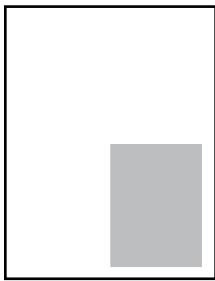
1/2 VERTICAL
4.75" x 7.5"



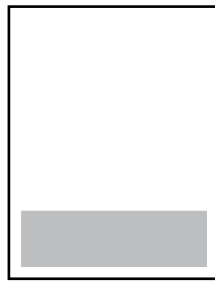
1/3 SQUARE
4.75" x 4.75"



1/3 VERTICAL
2.25" x 9.75"



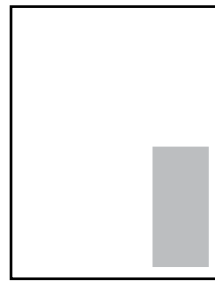
1/4 BLOCK
3.667" x 4.75"



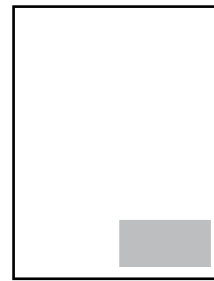
1/4 HORIZONTAL
7.5" x 2.5"



1/6 HORIZONTAL
4.75" x 2.25"



1/6 VERTICAL
2.25" x 4.75"



1/8 HORIZONTAL
3.667" x 2.5"

MECHANICAL REQUIREMENTS

DIGITAL FILES ONLY:

- QuarkXPress (with all supporting images and fonts), Illustrator EPS, .Tif, or PDF (full-page ads only) files only are accepted.
- All images must be 300 dpi and 4-color as CMYK. If RGB files are submitted a standard hourly fee will be charged to convert the files. Creede Magazine is not responsible for printing problems resulting from files submitted in RGB format.
- Please supply a composite-color proof for comparison. Without a proof, Creede Magazine is not responsible for the content and/or color of the advertisement.
- Creede Magazine is designed on MAC-based computers. Therefore, advertisements created in Microsoft Word, Microsoft Publisher, Power Point or any PC-based word processing program cannot be accepted.
- B4 Studio, LLC will be glad to re-create the advertisement for you at the standard hourly rate (www.b4studio.com • 719-588-9727).
- Art will be held at Creede Magazine for one year from date of use and will be returned only by written request from the advertiser.

MAGAZINE TRIM SIZE:

- 8.5" x 11" For bleed allow at least 1/8" beyond all trim. Keep live matter 1/4" from all trim.
- Creede Magazine's format is three-column and the magazine is either saddle stitched or perfect bound.

2009 AD DEADLINES

ISSUE	FINAL DEADLINE
WINTER 2009	JANUARY 15, 2009
SPRING 2009	MARCH 15, 2009
SUMMER 2009	APRIL 15, 2009
LATE SUMMER 2009	JUNE 1, 2009
FALL 2009	JULY 1, 2009
HOLIDAY 2009	OCTOBER 1, 2009

**Ads must be submitted by the above date to be considered for publication.



ADVERTISING AGREEMENT

Date: _____

I. This is an advertising agreement between Creede Magazine and _____ for display advertising in Creede Magazine.

II. Creede Magazine agrees to provide the following (circle what applies):

Full (w/bleed) **2/3** **1/2** (H or V) **1/3** (S or V) **1/4** (H or B) **1/6** (H or V) **1/8**

display advertising space for a total of _____ issues at the per ad cost of \$_____ per issue for a total of \$_____ and a total ending balance of \$_____.

III. The above mentioned advertisement for _____ will appear in the following issues of Creede Magazine:

_____ Winter (Feb/March) _____ _____ Spring (April/May) _____ _____ Summer (June) _____
_____ Late Summer (July/Aug.) _____ _____ Fall (Sept./Oct.) _____ _____ Holiday (Nov./Dec./Jan) _____

IV. It is also agreed that the advertiser, _____, will abide by all advertising deadlines and policies of Creede Magazine, including those which might be subject to change. It is understood that adequate notice, that being ten (10) days, will be provided by Creede Magazine pertaining to any changes. A grace period of ten (10) days after the stated deadline will be given to advertisers in order to make changes. After the grace period has expired, no changes will be made to the advertisement. It is also agreed that no space cancellation will be accepted more than seven (7) days after the closing date of _____. It is the policy of Creede Magazine that if an advertiser wishes to nullify a contract, a penalty fee equal to one full contracted ad rate will apply.

V. Advertising design for businesses/individuals advertising in Creede Magazine is sub-contracted by B4 Studio, LLC. Please contact Kara Brittain at 588-9727 for rates. Design fees are not included in cost of advertisements.

VI. For new advertisers, payment of the first ad must be provided before the ad is run. For return advertisers, unless payment is made prior to publication, it is also agreed that the advertiser will be invoiced on the date of distribution. Payment will be net thirty (30) days. Ads will be stopped if late payments exceed three issues of publication.

Business Name: _____
Contact Name: _____
Billing Address: _____
Phone Number: _____
Email: _____
Advertiser Signature: _____ Date: _____

OFFICE USE ONLY:
Initial Payment of \$_____ was made on _____. Payment was received via CASH / CHECK # _____ / MO
Payment was received by _____
Balance remaining \$_____

**All Advertisements offered in 4-color
No Discount for Black and White Ads**

Ad Rates (per issue)

	6x	4x	2x	1x
Full	395	425	445	460
2/3	325	350	375	410
1/2 (V)	240	255	275	295
1/2 (H)	215	225	235	265
1/3 (S&V)	190	205	215	225
1/4 (B&H)	120	130	145	160
1/6 (V&H)	90	95	110	125
1/8	72	80	95	110

2009-10 AD DEADLINES

ISSUE	FINAL DEADLINE
SUMMER 2009	APRIL 15
LATE SUMMER 2009	JUNE 1
FALL 2009	JULY 1
HOLIDAY 2009	OCTOBER 1
WINTER 2010	JANUARY 15
SPRING 2010	MARCH 15

**Ads must be submitted by the above date to be considered for publication.

Covers

	6x	4x	2x	1x
2nd	495	525	545	560
3rd	495	525	545	560
4th	680	710	740	780

Ad Creation

(Initial ad design NOT included in price of ad)

Ads published in Creede Magazine are designed by B4 Studio, LLC, Creede, CO • (719) 588-9727