

DISCOVER MOUNTAIN LIFE

sun valley

SUMMER 2010

GUIDE

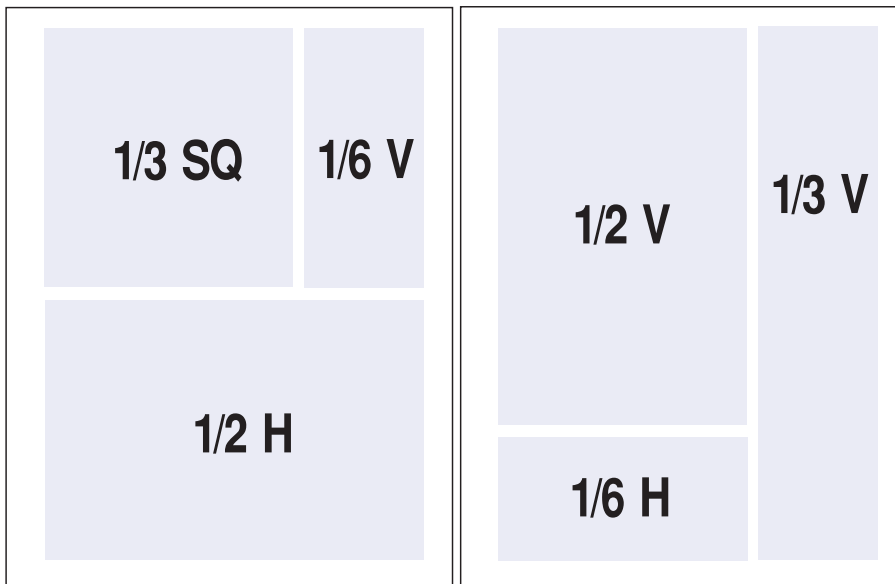
RATE CARD SUMMARY

COVER RATES

Frequency	Back Page	Inside Front	Inside Back	Page 3
1x	\$4,792	\$4,259	\$3,571	\$3,858
2x	\$4,600	\$4,089	\$3,428	\$3,704
3x	\$4,528	\$4,025	\$3,375	\$3,646

AD RATES

Frequency	Full	2/3	1/2	1/3	1/6
1x	\$3,198	\$2,556	\$2,019	\$1,320	\$802
2x	\$3,070	\$2,454	\$1,938	\$1,267	\$770
3x	\$3,022	\$2,415	\$1,908	\$1,247	\$758



READERSHIP

Your advertising message will reach the Wood River Valley's visitors, second homeowners and local residents alike.

DISTRIBUTION

10,000 issues of the Sun Valley Guide are distributed in 150 freestanding racks strategically located in high traffic areas throughout the Wood River Valley including:

- VISITOR CENTERS
- HOTELS
- FRIEDMAN AIRPORT
- RETAIL OUTLETS
- RESTAURANTS
- BANKS

CIRCULATION

1,500 issues of the Sun Valley Guide are inserted into The Idaho Mountain Express newspaper and mailed to second homeowners at their primary residence.

The magazine is also available online at www.svguide.com

DEADLINES

ISSUE	SPACE RESERVATION	MATERIALS DEADLINE	CAMERA READY DEADLINE	PUBLICATION DATE
Summer 2010	April 16, 2010	April 23, 2010	April 30, 2010	June 30, 2010
Winter 2011	September 24, 2010	October 1, 2010	October 8, 2010	November 24, 2010

EXPRESS PUBLISHING INC.,
P.O. Box 1013, Ketchum ID 83340 • 208.726.8060 • svguide.com