

sun valley GUIDE

NEW SUMMER 2012 RATE CARD

	BRONZE	SILVER	GOLD
PINNACLE Premier placement and cover packages	\$3,195 • Inside Back Cover OR Page 3	\$3,295 • Inside Front Cover	\$3,495 • Back Cover
*Each Pinnacle Package includes FREE svguide.com rotating banner ad for 3 months, July 1 through Sept. 30, 2012, and a Button Ad on Idaho Mountain Express E-mail Daily News Updates for 3 months, July 1 through Sept. 30, 2012.			
PEAK	\$599 • Web Only Rotating Banner on svguide.com for 3 months, July. 1 – Sept. 30	\$2,895 • 1 print page	\$2,895 • 1 print page • svguide.com rotating banner ad FREE! • Idaho Mountain Express E-mail News Update Ad: Button ad (3 months)
SUMMIT	\$599 • Web Only Rotating Banner on svguide.com for 3 months, July. 1 – Sept. 30	\$2,495 • 2/3 print page	\$2,495 • 2/3 print page • svguide.com rotating skyscraper FREE! • Idaho Mountain Express E-mail News Update Ad: Button ad (3 months)
RIDGE	\$599 • Web Only Rotating Banner on svguide.com for 3 months, July. 1 – Sept. 30	\$1,995 • 1/2 print page	\$1,995 • 1/2 print page • svguide.com rotating skyscraper FREE! • Idaho Mountain Express E-mail News Update Ad: Bottom banner (1 month)
BOULDER	\$450 • Web Only Rotating Banner on svguide.com for 3 months, July. 1 – Sept. 30	\$1,295 • 1/3 print page	\$1,295 • 1/3 print page • svguide.com rotating button ad FREE! • Idaho Mountain Express E-mail News Update Ad: Text link ad (3 months)
PERCH	\$399 • Web Only Rotating Banner on svguide.com for 3 months, July. 1 – Sept. 30	\$795 • 1/6 print page	\$795 • 1/6 print page • svguide.com in-story ad FREE!

*All web ads indicated are on svguide.com for 3 months, July 1 through Sept 30.



**2011 AWARDS
MAGGIE AWARD WINNER
IDAHO PRESS CLUB
GENERAL EXCELLENCE**

READERSHIP

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

DISTRIBUTION

The Sun Valley Guide is 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

1,000 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 2012	May 4, 2012	May 8, 2012	May 11, 2012	June 15, 2012
Winter 2012-13	October, 2012	October, 2012	October, 2012	November, 2012

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