

Sun Valley Guide

summer 2001

advertising specifications

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published biannually by Express Publishing, Inc. • 591 1st Ave. North • PO Box 1013 • Ketchum, ID 83340 • www.svguide.com

Deadlines:

Display Ads:	Thursday, March 29, 2001
Listing Copy:	Thursday, March 29, 2001
Agency Ads:	Thursday, May 3, 2001
Publication Date:	Friday, June 15, 2001

Production Charges:

Scanning Charges

Black & White Art or photo scanning	\$16 ea.
Color Separations & drum scans.....	at cost

Spot Color

Black & one color	add \$105
Black & two colors.....	add \$190
Black & three colors	add \$260

Ad Sizes:

inches

picas

2 page spread (no bleed)	15.667" x 10"94p x 60p
2 page spread (includes 1/8" or 9pt bleed)	17" x 11.125"	102p x 66p9
Full page (no bleed)	7.125" x 10"	42p9 x 60p
Full page bleed (includes 1/8" or 9pt bleed) ..	8.652" x 11.125"	51p9 x 66p9
2/3 Page Vertical	4.687" x 10"	28p1.5 x 60p
1/2 Page Vertical	4.687" x 7.4"	28p1.5 x 44p6
1/2 Page Horizontal	7.125" x 4.875"	42p9 x 29p3
1/3 Page Vertical	2.25" x 10"	13p6 x 60p
1/3 Page Horizontal	4.687" x 4.875"	28p1.5 x 29p3
1/6 Page Vertical	2.25" x 4.875"	13p6 x 29p3
1/6 Page Horizontal	4.687" x 2.333"	28p1.5 x 14p

Advertising agency specifications:

We accept correctly constructed PDF files only. PDF files must be press optimized, images must be 300dpi+, bitmaps must be 600dpi+, all fonts must be embedded.

Do not send film, paper, or electronic files other than professionally created PDFs. Do not use PDF Writer or programs other than Acrobat Distiller to create PDFs. Please see our PDF guidelines for more information.

Errors: The Express liability for error shall not exceed that portion of the space occupied by the copy in error. In no case will the Express assume any liability for loss resulting from selling merchandise at a lower price published in error.

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summer2001 rate card

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 advertising submission deadline: **Thursday, March 29, 2001**

Full Color Advertising:

SPECIAL PLACEMENT

Back Page	\$4,410
Two-time	4,190
Four-time ..	3,970
Inside Front	3,915
Two-time	3,720
Four-time	3,525
Inside Back	3,285
Two-time	3,120
Four-time ..	2,960
Page 3	3,550
Two-time	3,375
Four-time	3,195

STANDARD PLACEMENT

Full Page	\$2,940
Two-time	2,795
Four-time	2,645
2/3 Page	2,350
Two-time	2,235
Four-time	2,115
1/2 Page	1,885
Two-time	1,790
Four-time	1,695
1/3 Page <i>(vertical or horizontal)</i>	1,210
Two-time	1,150
Four-time	1,090
1/6 Page <i>(vertical or horizontal)</i>	735
Two-time	695
Four-time	665

Black and White Advertising:

Full Page	\$2,140
Two-time	2,035
Four-time	1,925
2/3 Page	1,575
Two-time	1,495
Four-time	1,420
1/2 Page	1,185
Two-time	1,125
Four-time	1,070
1/3 Page <i>(vertical or horizontal)</i>	825
Two-time	785
Four-time	745
1/6 page <i>(vertical or horizontal)</i>	470
Two-time	450
Four-time	425

Quick Reference Charts:

with name, address, phone, and categories

Lodging	\$99
Outfitters & Guides99
Fitness Centers99
Equipment Rental99
Property Management99
Tennis99
Golf99

Arts Listings:

Arts— photo & 40-word description	\$.325
Arts— 40-word description only150
Arts— 40-word listing with purchase of a 4-color ad (minimum size 1/3 page ad)FREE

Dining Listings:

Dining— B&W logo & 60-word description	\$.245
Quick-Reference Dining Chart70

Prepaid ads: receive a 2% discount if paid by March 29, 2001. All listings are on our svguide internet site: www.svguide.com

Agency Rates: All printed rates are net rates.

Payment Policy: All Accounts are due and payable on the 10th of the month following publication. A finance charge of 1.66% per month will be applied to all accounts which are past due. (This is an annual rate of 20%.)

The largest circulation Wood River Valley magazine.