

DISCOVER MOUNTAIN LIFE

sun valley **GUIDE**

NEW

WINTER 2011-12 RATE CARD

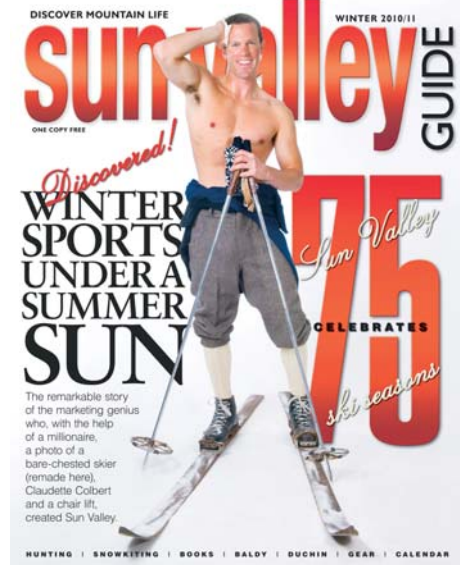
	BRONZE	SILVER	GOLD
PINNACLE Premier placement and cover packages	\$3,195 <ul style="list-style-type: none"> • Inside Back Cover OR Page 3 • svguide.com banner ad FREE! • 2 full-day Baldy lift passes 	\$3,295 <ul style="list-style-type: none"> • Inside Front Cover • svguide.com banner ad FREE! • 2 full-day Baldy lift passes 	\$3,495 <ul style="list-style-type: none"> • Back Cover • svguide.com banner ad FREE! • 2 full-day Baldy lift passes
PEAK	\$599 <ul style="list-style-type: none"> • Web Only Rotating Banner on svguide.com for 4 months, Dec. 1-March 31 	\$2,895 <ul style="list-style-type: none"> • 1 print page 	\$2,895 <ul style="list-style-type: none"> • 1 print page • svguide.com banner ad FREE! • 1 full-day Baldy lift pass
SUMMIT	\$599 <ul style="list-style-type: none"> • Web Only Rotating Skyscraper on svguide.com for 4 months, Dec. 1-March 31 	\$2,495 <ul style="list-style-type: none"> • 2/3 print page 	\$2,495 <ul style="list-style-type: none"> • 2/3 print page • svguide.com skyscraper FREE! • 3 Sun Valley Gondola foot-traffic passes
RIDGE	\$599 <ul style="list-style-type: none"> • Web Only Rotating Skyscraper on svguide.com for 4 months, Dec. 1-March 31 	\$1,995 <ul style="list-style-type: none"> • 1/2 print page 	\$1,995 <ul style="list-style-type: none"> • 1/2 print page • svguide.com skyscraper FREE! • 3 Sun Valley Gondola foot traffic passes
BOULDER	\$450 <ul style="list-style-type: none"> • Web Only Rotating Button on svguide.com for 4-months, Dec. 1-March 31 	\$1,295 <ul style="list-style-type: none"> • 1/3 print page 	\$1,295 <ul style="list-style-type: none"> • 1/3 print page svguide.com button ad FREE! • 2 Sun Valley Gondola foot-traffic passes
PERCH	\$399 <ul style="list-style-type: none"> • Web Only In-story ad on svguide.com for 4 months, Dec. 1-March 31 	\$795 <ul style="list-style-type: none"> • 1/6 print page 	\$795 <ul style="list-style-type: none"> • 1/6 print page svguide.com in-story ad FREE! • 1 Sun Valley Gondola foot-traffic pass

DEADLINES

ISSUE	SPACE RESERVATION	MATERIALS DEADLINE	CAMERA READY DEADLINE	PUBLICATION DATE
Winter 2011-12 October 14, 2011 October 21, 2011 October 25, 2011 November 23, 2011
Summer 2012 April, 2012 April, 2012 May, 2012 June, 2012

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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