High Country News

For people who care about the West • www.hcn.org

Advertising Space Reservation Form

Mail to: **High Country News, P.O. Box 1091, Paonia, CO 81428**
Fax to: **970-527-4897**
E-mail to: **advertising@hcn.org**
Call: **800-311-5852**

Billing Information

Company _____

Contact Name _____

Address _____

City _____ *State* _____ *Zip* _____

Telephone _____ *Fax* _____

E-mail _____

Print Ads & Web Banner Impressions on www.hcn.org

Educator Special 2011-12

Please choose ad size and color preference below

(Ad prices are per issue @ 50% off standard rates . Choose issue dates at right. Please contact us for special scheduling requests.)

- ☐ **Full Page (Full-color only): $1,311**
- ☐ **1/2 Page (Black & White): $531**
- ☐ **1/2 Page (Full-color): $816**
- ☐ **1/4 Page (Black & White): $282**
- ☐ **1/4 Page (Full-color): $433**
- ☐ **1/8 Page (Black & White): $169**
- ☐ **1/8 Page (Full-color): $260**
- ☐ **1/16 Page (Black & White): $85**
- ☐ **1/16 Page (Full-color): $130**

Please choose web banner impressions preference below

(Web banner impressions @ 50% off standard rates for 728x90 Leaderboard Banner.)

- ☐ **200,000 impressions: $1,000**
- ☐ **100,000 impressions: $500**
- ☐ **50,000 impressions: $250**

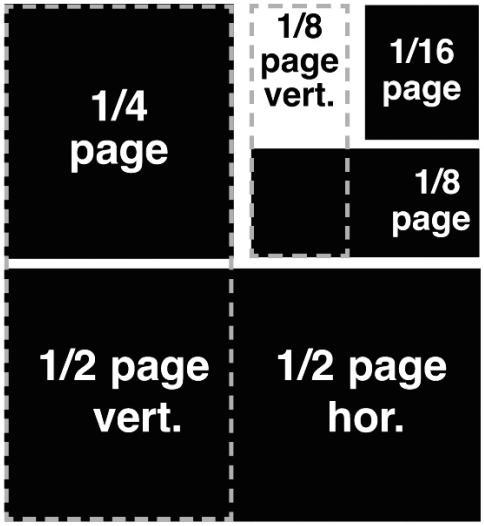
Choose Print Issue Dates

- ☐ **August 22, 2011**…….. ……..*deadline: 8/8/11*
- ☐ **September 5, 2011**…… …….*deadline: 8/22/11*
- ☐ **September 19, 2011**…… ….*deadline: 9/5/11*
- ☐ **October 17, 2011**……..…..*deadline: 10/3/11*
- ☐ **October 31, 2011**…….....*deadline: 10/17/11*
- ☐ **November 14, 2011**……..*deadline: 10/31/11*
- ☐ **November 28, 2011**……..*deadline: 11/14/11*
- ☐ **December 12, 2011**……..*deadline: 11/28/11*
- ☐ **December 26, 2011**……. *deadline: 12/12/11*
- ☐ **January 23, 2012**……..*deadline: 1/9/12*
- ☐ **February 6, 2012**……*deadline: 1/23/12*
- ☐ **February 20, 2011**……*deadline: 2/6/12*
- ☐ **March 5, 2012**……*deadline: 2/20/12*
- ☐ **March 19, 2012**……*deadline: 3/5/12*
- ☐ **April 16, 2012**……..*deadline: 4/2/12*
- ☐ **April 30, 2012**……*deadline: 4/16/12*
- ☐ **May 14, 2012**……..*deadline: 4/30/12*
- ☐ **May 28, 2012**……..*deadline: 5/14/12*
- ☐ **June 11, 2012**……..*deadline: 5/28/12*
- ☐ **June 25, 2012**……..*deadline: 6/11/12*
- ☐ **July 23, 2012**……*deadline: 7/9/12*
- ☐ **August 6, 2012**……*deadline: 7/23/12*

Mechanicals

1/2 page horizontal measures:
8.825″ width x 5″ height
1/2 page vertical measures:
4.329″ width x 10.253″ height
1/4 page measures:
4.329″ width x 5″ height
1/8 page horizontal measures:
4.329″ width x 2.439″ height
1/8 page vertical measures:
2.081″ width x 5″ height
1/16 page measures:
2.081″ width x 2.439″ height

The following digital formats work best:
PDF, EPS, TIFF, JPG



Offer Deadline: Order requests must be received by October 1, 2011 to receive special pricing.
Conditions – All requests for advertising and cancellation of ad space must be in writing.
Art Submission Deadlines – Final art submissions due no later than 5p.m. on deadline date.
Billing – Invoices will be sent after issue publication and are due within 30 days of receipt.
Material Submissions – mail to: High Country News, P.O. Box 1091, Paonia, CO 81428 or e-mail to: advertising@hcn.org

☐ Please contact me about creating my ad for no extra cost.

☐ Please contact my advertising agency for materials (name/phone): _____

Signature: *Date:*