

2010 INSERTION ORDER



For people who care about the West

High Country News



Covering the environmental and cultural issues important to the American West for 40 years.

HIGH COUNTRY NEWS READERS ARE:

Prosperous **Progressive**
Highly Educated **Active & Engaged**
Thought Leaders Driven by their Values
Environmentally & Socially Conscious

They are outdoor enthusiasts who care deeply about the land, air, water and inhabitants of the region they hold so dear.

National Paid Circulation: **23,000**
Total Audience: **58,000**
Yearly Bonus Distribution: **10,000**
Median Age: **52.5**
Average Household Income: **\$89,678**
Educational Level: **90% Graduated College**



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2010 ADVERTISING INSERTION ORDER FORM

Please complete both pages and fax back to (970) 527-4897 or e-mail to advertising@hcn.org.
For help, call your rep at (800) 311-5852.

Issue	Deadline	Features
<input type="checkbox"/> JANUARY 18	JANUARY 4	Save 25%
<input type="checkbox"/> FEBRUARY 1	JANUARY 18	Save 25%
<input type="checkbox"/> FEBRUARY 15	FEBRUARY 1	Save 25%
<input type="checkbox"/> MARCH 1	FEBRUARY 15	
<input type="checkbox"/> MARCH 15*	MARCH 1	Special Double Issue
<input type="checkbox"/> APRIL 12	MARCH 29	Bonus Distribution**
<input type="checkbox"/> APRIL 26	April 12	Bonus Distribution**
<input type="checkbox"/> MAY 10	APRIL 26	Bonus Distribution**
<input type="checkbox"/> MAY 24	MAY 10	
<input type="checkbox"/> JUNE 7	MAY 24	
<input type="checkbox"/> JUNE 21*	JUNE 7	Special Double Issue
<input type="checkbox"/> JULY 19	JULY 5	
<input type="checkbox"/> AUGUST 2	JULY 19	Bonus Distribution**
<input type="checkbox"/> AUGUST 16	AUGUST 2	Bonus Distribution**
<input type="checkbox"/> AUGUST 30	AUGUST 16	Bonus Distribution**
<input type="checkbox"/> SEPTEMBER 13*	AUGUST 30	Hot off the Press
<input type="checkbox"/> OCTOBER 11	SEPTEMBER 27	
<input type="checkbox"/> OCTOBER 25	OCTOBER 11	
<input type="checkbox"/> NOVEMBER 8	OCTOBER 25	Green Gift Guide
<input type="checkbox"/> NOVEMBER 22	NOVEMBER 8	Green Gift Guide
<input type="checkbox"/> DECEMBER 6	NOVEMBER 22	Green Gift Guide
<input type="checkbox"/> DECEMBER 20*	DECEMBER 6	Special Double Issue

*Special Double Issues have a month-long shelf life. **Bonus Distribution: 10,000 total extra copies distributed at special events and conferences throughout the year.

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Website: _____ E-mail: _____

Contact/Title: _____

Special Discounts: 10% Discount for (check one): Subscriber Nonprofit 1%FTP member Agency (15%)

Agency Name & Contact: _____

Phone: _____ Fax: _____

Bill to Advertiser Bill to Agency

Name: _____ Title: _____ Phone: _____

NOTE: Advertising agency or client designated above acknowledges responsibility for prompt payment of invoices and agrees to advertising policy on back page. HCN reserves the right to decline content it deems inappropriate.

Authorized Signature: _____ Date: _____

Sales Representative: _____ Date: _____

Agency Insertion Order Number: _____ Special Instructions: _____





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2010 ADVERTISING INSERTION ORDER FORM

MATERIAL

Materials Provided: By Agency By Advertiser

Frequency: 1X 3X 6X 12X 18X 22X

Ad Specifications: _____

Ad Title/Caption: _____

COLOR:

4-Color

Black and White

SPACE SIZE: _____

Horizontal

Vertical

ART:

New

Pickup _____ (issue date)

Schedule Attached

See media guide for mechanicals and placement.

STANDARD DISPLAY RATES:

Ad size	Black-and-white rate						4-color rate					
	1x	3x	6x	12x	18x	22x	1x	3x	6x	12x	18x	22x
1/2 page	\$1,061	\$1,029	\$986	\$902	\$848	\$795	\$1,632	\$1,583	\$1,517	\$1,387	\$1,305	\$1,224
1/4 page	\$563	\$546	\$524	\$479	\$450	\$410	\$866	\$840	\$806	\$736	\$693	\$630
1/8 page	\$338	\$328	\$314	\$287	\$270	\$246	\$520	\$504	\$483	\$442	\$416	\$378
1/16 page	\$169	\$164	\$157	\$144	\$135	\$123	\$260	\$253	\$242	\$221	\$208	\$189
Full page	\$1,704	\$1,653	\$1,585	\$1,449	\$1,363	\$1,240	\$2,622	\$2,543	\$2,438	\$2,229	\$2,097	\$1,907
Cover 3	—	—	—	—	—	—	\$2,944	\$2,856	\$2,738	\$2,503	\$2,355	\$2,142

WEB BANNER RATES:

WEB BANNER SIZE: Feature Sponsor Header Sponsor Footer Sponsor Classified Sponsor

Ad Impressions	Feature \$10/CPM	Header \$10/CPM	Footer \$7/CPM	Classified Flat Rate
50,000	\$500	\$500	\$350	\$100/month
100,000	\$1,000	\$1,000	\$700	\$100/month
250,000	\$2,500	\$2,500	\$1,750	\$100/month

*See media guide for mechanicals and placement.

BILLING INFORMATION

Print Ad Rate \$ _____ x _____ (number of insertions) = \$ _____

Web Banner Rate* \$ _____/CPM x _____ (number of impressions) = \$ _____

*Note: print, web, e-mail bundles from the 2010 media guide will be applied accordingly. Only order additional web impressions on this form.

LESS:

Special Discounts: (\$ _____)

15% Agency Discount (\$ _____)

Contract Total: \$ _____

SHIP AD MATERIAL TO:

E-mail: advertising@hcn.org

High Country News
P.O. Box 1090 • Paonia, CO 81428

Initial _____

HIGH COUNTRY NEWS ADVERTISING POLICY

ADVERTISING PHILOSOPHY

Our mission is to inform and inspire people to work on behalf of the West's land, air, water and inhabitants. *High Country News* (HCN) has a strict advertising policy and accepts advertising from individuals, organizations and companies that share our commitment to environmental stewardship, social responsibility and an equitable and healthy workplace. This commitment should be demonstrated through progressive practices, support of nonprofit causes and other tangible means. We believe advertising is a service to our readers, and we seek advertisements from progressive companies and organizations that provide goods and services beneficial to our readership. Editorial content will always be the dominant feature of the magazine; ads will take up no more than one-third of the magazine.

High Country News encourages advertisers to subscribe to the publication by offering them a 10 percent subscriber's discount on advertising rates.

HCN IS A FIT IF:

1. Your company has a commitment to environmental stewardship
2. Your company has a commitment to social responsibility
3. Your company has an equitable and healthy workplace
4. Your company supports nonprofit causes
5. If your company is a manufacturer, it practices environmentally sound production
6. Your company offers something unique
7. Your company reflects the mission of *High Country News*

SPECIAL GUIDELINES

High Country News accepts ads from real estate agents for both print and online media that promote specific properties for sale. We do not accept ads promoting individual agents, firms or brokers. Approved real estate ads are limited to 1/16 and 1/8 page sizes and must be designed by in-house staff to conform to a template layout that includes one-two photos, a brief property description of a SINGLE property and contact information. The template design can include the REALTOR logo and Equal Housing Opportunity logo if required, but will not include company logos. HCN will limit the total number of display real estate ads from agents to 10 per issue.

We require that the property be listed by a certified eco-broker and/or contain at least one eco feature, which may include: substantial wildlife habitat, conservation easements, energy efficient design, environmentally sensitive design, reclaimed/repurposed materials, and/or LEED certified. HCN will edit adjectives including "beautiful," "wilderness," "stunning," "pristine," etc. We ask that all ads present the objective facts.

We accept classified line ads from real estate agents, again promoting specific properties for sale, and limit the total number of classified line ads from agents to 10 per issue.

Individual agents will be limited to three total insertions per issue (line and display advertising combined).

High Country News accepts real estate ads "For Sale by Owner" for both print and online media that promote a specific property for sale. Ads promoting "For Sale by Owner" will not be limited in number, but display ads must adhere to the above in-house design template.

Green/eco-builders and architects may advertise in either display or classified format; however, we do not accept development/developer ads of any kind. The ad must clearly state that the products offered are floor plans or designs; pre-fabricated or custom built homes or improvements; and that the work is done on a client's individual site. We encourage features that separate the property from the mainstream market, such as eco-minded features including solar powered, eco-friendly design, energy efficiency, etc.

High Country News does not accept tobacco, hard liquor (beer or wine is permitted) and political ads for and against a candidate, issue and/or position.

Any ad that "challenges" the above policy will be reviewed by the sales manager, publisher and associate publisher and must be presented five working days before the advertising deadline on production Monday.

This policy will be reviewed by the advertising sales team and the executive team each year to evaluate our reader demographics and advertising offerings.

CANCELTION POLICY

Cancellation of any insertion order will require advertiser to pay the published standard rates for any ads already run, regardless of quoted price in the insertion order. In addition, advertiser will pay a 10 percent penalty on the remaining ads being cancelled. Full payment will be charged for all contracts cancelled after the space reservation/copy deadline (closing Monday at 5 p.m.).