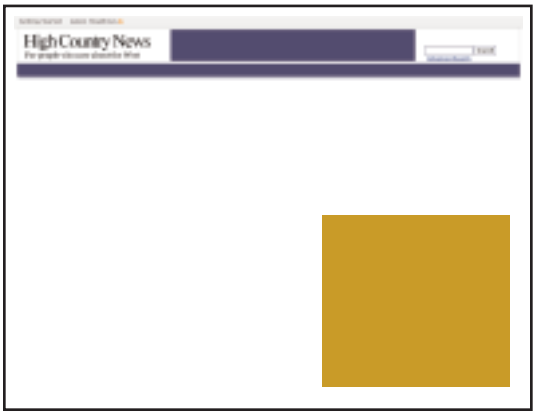
High Country News 2009 Media Kit

Web Rates and Mechanicals

HCN's Web statistics are growing every day. Contact our sales department for current Web statistics. (In March 2009, we recorded more than 200,000 page views per month). Visit www.hcn.org to cruise our Web site.

Head Banner Sponsor
728 pixels x 90 pixels
Appears site-wide except homepage
$10 Cost per thousand page views

FILE FORMAT: JPEG, PDF



Featured Sponsor:
300 pixels x 250 pixels
Appears site-wide
$10 Cost per thousand page views

FILE FORMAT: JPEG, PDF

Foot Banner Sponsor
728 pixels x 90 pixels
Appears site-wide
$7 Cost per thousand page views

FILE FORMAT: JPEG, PDF

Classification Banner Sponsor
468 pixels x 60 pixels
Appears classified advertising page
$100/month

FILE FORMAT: JPEG, PDF

Text Ads

FEATURED CLASSIFIED

Your classified line ad will be featured site-wide including the homepage (the first ten words of the ad will appear and link back to the full text on the classified Web pages). Only five spaces available, $25 per slot, two-week posting.

CLASSIFIED

Text ad appears on classified advertising page; thirty cents per word (.25 cents per word for subscribers and nonprofits).

Add a company logo or real estate property photo for an additional $25.

For immediate posting, add $15.

SPONSORSHIP OPPORTUNITIES

E-NEWSLETTER (TEXT ONLY):
26,000 subscribers; 25 word maximum with logo, weekly e-mail feed; five slots available. $2 cost per thousand.

MULTIMEDIA INTRODUCTION (LOGO ONLY):
Company logo permanently imbedded at the introduction of one Web video or slideshow. $300.

MEDIA LANDSCAPE WEB POSTING

These placements are exclusively for books, music, film, and computer solfware. A 40-word description plus a cover or jacket image will be posted in the classified Web section under "Media Landscape."
$37 for a two-week posting.

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Print, Web & E-mail Bundling Menu

The Full Enchilada

Save $3,280

BUY: 1/4 page or 1/2 page print ads
(Twelve or more ads @ 6x rate)
GET: Head Banner (250,000 guaranteed impressions valued at $2,500); one sponsorship slot that will appear in twelve consecutive weekly e-newsletters (240,000 e-mails valued at $480); one multimedia sponsorship on hcn.org video or slideshow (value $300).

*The numbers: 50,000 print readers/issue, 200,000 impressions on hcn.org/month, 20,000 e-mails/week

ADS MUST BE BOOKED AT THE TIME OF ORDER.

The Big Burrito

Save $1,490

BUY: 1/4 page or 1/2 page print ads
(Three or more ads @ 3x rate)
GET: Head Banner (125,000 guaranteed impressions valued at $1,250); one sponsorship slot that will appear in six consecutive weekly e-newsletters (120,000 e-mails valued at $240).

*The numbers: 50,000 print readers/issue, 200,000 impressions on hcn.org/month, 20,000 e-mails/week

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The Tasty Taco

Save $645

BUY: 1/8 page or 1/16 page print ads
(Three or more ads @ 3x rate)
GET: Foot Banner (75,000 guaranteed impressions valued at $525); one sponsorship slot that will appear in three consecutive weekly e-newsletters (60,000 e-mails valued at $120).

*The numbers: 50,000 print readers/issue, 200,000 impressions on hcn.org/month, 20,000 e-mails/week

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Nachos Grande

Save $150

BUY: Three print classified ads of 100 words or more
GET: Exclusive Classified Banner for 1 month (10,000 guaranteed impressions valued at $100); one of five "featured text ads" that will appear site-wide on hcn.org for one month. (190,000 guaranteed impressions e-mails valued at $50)

*The numbers: 50,000 print readers/issue, 190,000 impressions on hcn.org/month, 26,000 e-mails/week

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Chips and Salsa

Save $37

BUY: One Media Landscape print ad (exclusively for books, films, music, and computer software)
GET: One 40-word Web classified ad with cover image for two weeks. (valued at $37)

*The numbers: 50,000 print readers/issue, 200,000 impressions on hcn.org/month, 20,000 e-mails/week

ADS MUST BE BOOKED AT THE TIME OF ORDER.