Ad sizes

Full page 7.25 in. w 9.75 in. h

Full bleed

Save when you run your ad in consecutive issues!

Ad Rates (per issue)

			includes free online Travel Map listing			
Ad Size	One Issue	2 times Save 4%	3 times Save 8% All ads must r	4 times Save 1 2% run within a 12	5 times Save 16% 2-month period	6 times Save 20%
I/6 Page	\$180	\$172	\$165	\$158	\$151	\$144
I/4 Page	\$260	\$250	\$239	\$229	\$218	\$208
1/3 Page	\$322	\$309	\$296	\$283	\$270	\$258
Half Page	\$433	\$416	\$399	\$381	\$364	\$347
2/3 Page	\$514	\$493	\$473	\$452	\$432	\$411
Full Page	\$619	\$594	\$569	\$545	\$520	\$495
Double Spread	\$1,114	\$1,070	\$1,025	\$980	\$936	\$891

Business Cards: Located in the business card section or City Pages: \$89 per issue. Run for a full year (six issues) : \$356 (2 free ads).

10% placement charge for inside front cover, back cover or inside back cover.

Prices subject to change.

Bonus! We will give you an online presence

• A free link to your business on our website's Advertiser Page each issue you advertise.

• Free placement on the online Big River Travel Map with a link to your website when you purchase an ad for 3 consecutive issues.

We want to put your business ON THE MAP!

Put your business on thousands of smartphones, tablets and desktops by getting your business and link on the **Big River Travel Map**. Here's how:

Free when you advertise for 3 issues

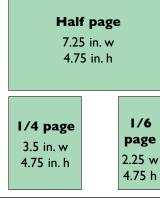
Reasonable rates for Travel Map only

If you buy a display ad for at least three consecutive issues, we will show travelers the exact location of your business and your phone number along with a link to your website or Facebook page at no additional charge. If you prefer an online-only option, we will include your business on the Travel Map for six months for only \$135.

Check out the Big River Travel Map: go to www.BigRiverMagazine.com and click on "Travel Map" at the top of the page.

at least 8.75 in. w 11.25 in. h (keep content area within

8 in. by 10.75 in.)



1/3 page Vert. 2.25 w 9.75 h	2/3 page 4.75 in. w 9.75 in. h
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1/3 page Horizontal 7.25 in. w 3 in. h



Big River PO Box 204 Winona, MN 55987 BigRiverMagazine.com 507-454-5949 800-303-8201

Deadlines and Themes

Issue	Ad Deadline	Editorial Theme
January-February	Nov. 30	Boats & Boating
March-April	Jan. 31	River History
May-June	March 31	Summer Travel
July-August	May 31	Environment & Wildlife
September-October	July 31	Food & Dining
November-December	Sept. 30	Hunting & Winter Recreation

If you need design assistance with your ad, please contact: ads@BigRiverMagazine.com