



BIG RIVER

The magazine of the Upper Mississippi River

Advertising Rates ❄ July-August 2009

Reach more than twenty thousand people on the Upper Mississippi.

Ad Size One Issue

1/6 Page	\$195
1/4 Page	\$241
1/3 Page	\$287
Half Page	\$385
2/3 Page	\$446
Full Page	\$513
Double Spread	\$924

The more you run your ad, the more you save!

Savings on total ads in a 12-month contract:

Two times	Save 4%
Three times	Save 8%
Four times	Save 12%
Five times	Save 16%
Six times	Save 20%

Full page

7.25 in. w
9.75 in. h

Full bleed

at least
8.75 in. w
11.25 in. h

(limit content area to 8 in. w by 10.75 in. h)

Half page

7.25 in. w
4.75 in. h

1/4 page

3.5 in. w
4.75 in. h

1/6 page

2.25 w
4.75 h

1/3 page

2.25 w
9.75 h

2/3 page

4.75 in. w
9.75 in. h

Premium placement available, including back cover, inside front cover or back cover for a 10% charge.

Business Card Directory:
\$289 per year (six issues)

3.5 in. wide by 2 in. high

It pays to advertise in **BIG RIVER**

- ❄ Your website and contact info will be listed on the *Big River* website as long as your ad runs in *Big River*,
- ❄ You'll receive a subscription to *Big River* magazine for as long as your ad runs in *Big River*!

jason@BigRiverMagazine.com

www.BigRiverMagazine.com

1-800-303-8201 ❄ PO Box 204 ❄ Winona, MN 55987

Deadline for July-August 2009: May 20, 2009

How to Submit Your Ad

Send us either electronic files that are **press-ready** (ready to be inserted into the layout), or hard (paper) copies that we will scan and insert unchanged into the layout.

Acceptable electronic file formats:

PDF: **Embed all fonts** and run the file at high resolution. (No compression). Images used in the layout file should be high resolution (300 dpi).

Photoshop or TIFF: Resolution needs to be 300 dpi at the desired ad size.

Illustrator: (Either AI or EPS): Outline or embed fonts.

JPEG: Run at Maximum quality.

EPS from Quark (Mac): Send us all fonts used in the original Quark document.

EPS from Quark (Windows): Do not send. Instead, make a PDF with all fonts embedded.

Ads need to be the same proportion as the final ad size.

Color: All CMYK or grayscale — no RGB or spot color.

WE CANNOT ACCEPT FORMATTED
MICROSOFT WORD OR MICROSOFT
PUBLISHER FILES
AS LAYOUT-READY FORMATS.

Send to jason@BigRiverMagazine.com
(please use subject line "ad for Big River")
or

Send your ad on a CD to

Big River
PO Box 204
Winona, MN 55987

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70 1/2 E Fourth St • PO Box 204
Winona, MN 55987

River City Pages

Would you like your ad to be on the same page as others in your city or town?

Share ad space with others in your area and combine your purchasing power!

Let us know, and we'll help you make it happen.

