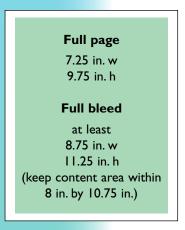
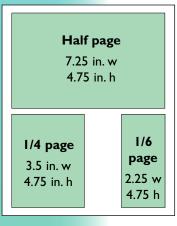
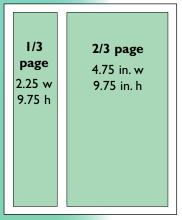
Advertising Rates

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









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

Ad Size	One Issue	2x Save 4%	3x Save 8%	4x Save 12% In within a 12	5x Save 16%	6x Save 20%
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I/6 Page	\$180	\$172	\$165	\$158	\$151	\$144
1/4 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

Premium placement charge: additional 10%.

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)

Prices subject to change.

Special Bonus

We will include a link to your business on our website Advertisers Page.

Ad Specifications

If you provide your ad:

Send either electronic files that are pressready (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.

We cannot accept Microsoft Word or Microsoft Publisher files as layout-ready formats.

Ad width and height must be the same proportion as the final ad size.

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

If you need design assistance with your ad, please contact:

yarrow@BigRiverMagazine.com or mac@BigRiverMagazine.com

Deadlines and Themes

Issue	Ad Deadline	Editorial Theme	
January-February	Nov. 30	Boating	
March-April	Jan. 3 I	River History	
May-June	March 31	Summer Travel	
July-August	May 31	Environment & Wildlife	
September-October	July 31	Food & Dining	
November-December	Sept. 30	Books & Reviews	