

## 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 <b>Save 4%</b>	3 times <b>Save 8%</b>	4 times <b>Save 12%</b>	5 times <b>Save 16%</b>	6 times <b>Save 20%</b>
All ads must run within a 12-month period.						
1/6 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

**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

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.

#### Reasonable rates for Travel Map only

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](http://www.BigRiverMagazine.com) and click on "Travel Map" at the top of the page.

## 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](mailto:ads@BigRiverMagazine.com)

## Ad sizes

### Full page

7.25 in. w  
9.75 in. h

### Full bleed

at least  
8.75 in. w  
11.25 in. h  
(keep content area within  
8 in. by 10.75 in.)

### 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 Vert.

2.25 w  
9.75 h

### 2/3 page

4.75 in. w  
9.75 in. h

### 1/3 page Horizontal

7.25 in. w  
3 in. h

3.5 in. w  
2 in. h

**Business Card**

Big River  
PO Box 204  
Winona, MN 55987  
[BigRiverMagazine.com](http://BigRiverMagazine.com)  
507-454-5949 800-303-8201