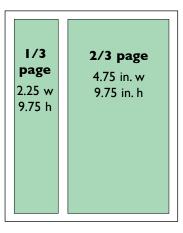
Ad sizes

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.)

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



3.5 in. w 2 in. h

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

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% Il ads must ru | 4 times Save 12% un within a 12 | 5 times Save 16% -month period | 6 times Save 20% d. ——— |
| I/6 Page | \$180 | \$172 | \$165 | \$158 | \$151 | \$144 |
| I/4 Page | \$260 | \$250 | \$239 | \$229 | \$218 | \$208 |
| I/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 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. 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 | Hunting & Winter Recreation | |

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