



mountainflyer

magazine

ADVERTISING RATES & SPECS

970.641.1804 / adsales@mountainflyer.com / www.mountainflyer.com

2011



Mountain Flyer Magazine Offers Unrivaled Value

ADVERTISING WITH MOUNTAIN FLYER MAGAZINE IS A SMART MEDIA BUY

In line with our mission to provide character instead of scale, communities instead of hype and chronicled adventure instead of flashbulb showmanship, we work very hard to keep our advertising density at an industry low and our printing quality extremely high.

THE LOWEST AD DENSITY OUT THERE

Because of our low ad density (approx 35-40%), our advertisers experience very little competition for readership as compared with other publications where the ad density can be almost double that of Mountain Flyer.

QUALITY

You work hard to produce a high quality product and so do we. Our commitment to top-tier quality and content promote your brand to the highest possible standards and ensure longevity with our readers and subscribers.

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2011 ADVERTISING

PRINTING PROCESS

Sheet-fed offset, printed 200-line screen
#70 gloss text / #80 gloss cover

CIRCULATION SUMMARY

USA NEWSSTANDS

Barns and Noble, Borders, REI, Kroger Grocery, and Independent Newsstands11,000

CANADIAN NEWSSTANDS

Chapters and Indigo Book stores .. 350

Subscriptions 2,200

Promotional / Events 2,850

Independent Bicycle Retailers 600

THE NEWS GROUP

Kroger Grocery Stores 1,525

TOTAL 17,000

SPECIAL PLACEMENT

Inside Covers - #2,900

Back Cover 8.5 x 11 - \$3,700

PUBLICATION SCHEDULE - QUARTERLY

Issue 20 – April 1, 2011

Issue 21 – July 1, 2011

Issue 22 – September 15, 2011

Issue 23 – December 1, 2011

DEADLINES FOR SPACE RESERVATION

Issue 20 – Feb 15, 2011

Issue 21 – May 15, 2011

Issue 22 – August 1, 2011

Issue 23 – October 15, 2011

DEADLINES FOR FILE SUBMISSION

Issue 20 – March 1, 2011

Issue 21 – June 1, 2011

Issue 22 – August 15, 2011

Issue 23 – November 1, 2011

RATES & SPECS

mountainflyer magazine

ISSUES

1x 2x 3x 4x

Two Page Spread 16.75w x 10.875h \$3100 \$2945 \$2790 \$2635

Full Page 8.375w x 10.875h \$1990 \$1890 \$1790 \$1690

1/2 Horizontal 7.375w x 4.875h \$990 \$940 \$890 \$760

1/2 Vertical 3.625w x 9.875h \$990 \$940 \$890 \$760

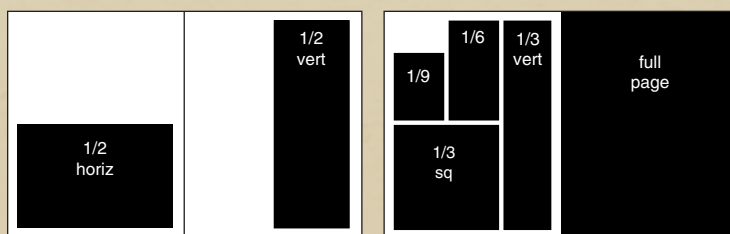
1/3 Page Vertical 2.375w x 9.875h \$690 \$655 \$620 \$590

1/3 Page Square 4.875w x 4.875h \$690 \$655 \$620 \$590

1/6 Page 2.375w x 4.875h \$390 \$370 \$350 \$330

1/9 Page 2.375w x 3.2h \$310 \$295 \$279 \$269

All ad sizing is finished size except Full Page and Two Page Spread. Add .125" bleed to all four sides.



two page
spread

Contact:
Mountain Flyer Magazine
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www.mountainflyer.com

TARGETED web ADVERTISING

Mountain Flyer.com attracts thousands of unique visitors each month by offering a direct connection to news and happenings in the Rocky Mountain Region.

Web advertising with MountainFlyer.com targets cycling enthusiasts and will help maintain brand awareness and drive visitors directly to your website where they can learn more about your products or services.

2011 website USAGE SUMMARY

Site Analytics from webapp.trafficfacts.com
Aug 16-Sept 15, 2010

VISITS: 27,312

UNIQUE VISITS: 16,786

PAGE VIEWS: 504,631

AVERAGE TIME ON SITE: 6 minutes

File Formats:

flash - .swf with a back up gif/jpg
or images: gif, png, and or jpg's

1-TOP LEADER BOARD AD

728px x 90px \$15 CPM
50K Max File Size

2-SIDEBAR BIGGER AD

300px x 250px \$10 cpm
50K Max File Size

3-FOOTER BOARD

728 x 90px \$10 CPM
50K Max File Size

4-SIDEBAR SMALLER ADS

300px x 100px \$5 cpm
40K Max File Size

5-SQUARE INNER PAGE PREMIUM

200px x 200px \$15 cpm

6-SMALL FOOTER INNER PAGE

460px x 60px \$5c pm



Custom exclusive monthly rates available at customer request.

Impressions can be customized to run all at once – consecutively or spread evenly over a specific period of time.

ARTWORK SUBMISSION

In keeping with industry standards regarding digital ad submission, Secret Agent Publishing Group, LLC promotes high-resolution PDF files as the preferred submission format for all advertisements. (See below for digital file specs.)

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PUBLICATION SERVICES

Advertiser may choose to commission publisher for ad production at a rate of \$70/hour. Publisher does not retain any proprietary rights to the art once the ad design is paid in full.

DIGITAL FILE SPECIFICATIONS

- Press Quality PDF file(s) saved on a CD-ROM or emailed
- All high-resolution (300-400 dpi with no compression) images and fonts must be included/embedded when the PDF file is saved
- Only use Type 1 Fonts & embed all fonts; no Truetype fonts or font substitutions
- Images must be CMYK or Grayscale TIFF or EPS
- Total Area Coverage for CMYK color builds should not exceed 300%
- No RGB or JPEG images
- Do not embed ICC Profiles within images

Ads supplied incorrectly or that do not meet guidelines will be returned. There is a \$70/hr charge for resizing ads that are not designed to the required dimensions.

Ads via email: design@mountainflyer.com

Ads under 10 MB may be emailed. FTP site file placement can be made available for files larger than 10 MB.

TERMS & CONDITIONS

1. Terms:

Payments are due as provided in the Magazine's Advertising Contract. Additionally these terms and conditions are subject to those terms and conditions contained in the Magazine's Advertising Contract and do not amend or modify them in any way. An eighty percent (80%) deposit is required with all signed contracts. The balance is due upon approval of the advertisements produced by the Publisher or at the closing date for supplied ads. Contracts must be signed in advance and accepted to qualify for discounts. Publisher guarantees against rate increases for all such multi-frequency contracts. Display advertisements and photography produced by Mountain Flyer remain the exclusive property of Mountain Flyer until released by written agreement and/or payment of use fees negotiated by Publisher. Positioning of the advertisements is at the discretion of the Publisher except when specific positions are guaranteed by contract. Advertising materials produced by Mountain Flyer are not available to the Advertiser until 15 days after publication.

2. Collection Costs:

Legal Fees, Court Costs, and other attendant costs that are incurred by the Publisher in the process of collection for payment of advertisements and advertising space will be paid by the Advertiser and/or the Agency involved who are jointly and severally liable for payment as is/are the person(s) executing the contract on behalf of the Advertiser and/or Agency as provided in the Magazine's Advertising Contract. Interest rate of (two) percent per month shall be charged on all amounts past due from the date of breach until the balance, including interest, is paid in full.

3. Rejection Right:

The Publisher may reject any advertisement.

4. Cancellation Rights-Publisher:

The Publisher has the right to cancel an advertisement at any time, even if receipt has already been acknowledged.

5. Cancellation Rights-Advertiser:

Neither Advertiser nor its agencies may cancel orders for advertising after contracts are signed and accepted.

6. Copy Change:

When copy change is not received by the Publisher by closing date, copy run in the previous issue will be used.

7. Publisher's Liability:

Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which advertisement accepted by Publisher is contained.

8. Indemnification of Publisher:

In consideration of publication of an advertisement, the Advertiser and its agencies, jointly and severally, do indemnify and hold harmless the Publisher, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisements including, without limitation, negligence, claims, or suits for libel, violation of right of privacy, copy infringement, or plagiarism.

Important:

The terms and conditions stated here are an integral part of the Advertising Contract. Nothing on this sheet amends or modifies the terms and conditions of the contract. Signature may be evidenced by facsimile and shall be binding as originals.

TESTIMONIALS

For me, print advertising is about having an active presence in the high-end/handmade bicycle culture. By advertising in *Mountain Flyer* I feel like I am helping explore what's new and exciting in the industry and celebrating everyone who's out there enjoying the sport. —Ben Farver, *Argonaut Cycles*

When looking at advertising options for our entry into the bike market, *Mountain Flyer* jumped out. It's clearly a top-shelf publication—perfect bound, with incredible photography and solid editorial. The Rocky Mountain location made it an easy choice for our grassroots advertising strategy, and the magazine attracts a readership that recognizes high-quality products. —Gareth Martins, *Osprey Packs, Inc.*

Mountain Flyer is the place to be if you want local and statewide, enthusiast-targeted marketing. We get exposure to our demographics with every advertisement. Not to mention that the superb quality and finish of the magazine have our customers clamoring to get the latest issue off the display stand. Actually, it outsells every other magazine we carry by a factor of 10. —Adam Williams, *Golden Bike Shop*

Mountain Flyer is an unrivaled contemporary cycling magazine. The high-quality, focused content elicits an emotional connection with its readers. The authentic voice and the passionate, responsive readers make *Mountain Flyer* a perfect venue for us to promote New Belgium Brewing. —Greg Williams, *Backbone Media*

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