

MONROE SKY & SNO

Adventure Guide

Publishing Schedule

Monroe

Ad Reservations	Apr 4
Materials Due	Apr 11
Mailed to Residents	May 6

Sky & Sno Adventure Guide

Ad Reservations	Sep 12
Materials Due	Sep 19
Distribution Date	Oct 7

Ad Sales

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Monroe and Sky & Sno Adventure Guide are published by Colibri Northwest for the City of Monroe and the Sky Valley Chamber of Commerce.



Monroe magazine is published by the City of Monroe and the **Sky & Sno Adventure Guide** is published by the City of Monroe and the Sky Valley Chamber of Commerce to promote tourism and economic vitality in Monroe and the Sky Valley.

17,000 copies of **Monroe** are distributed each spring via USPS to every resident in the City of Monroe.

15,000 copies of the **Sky & Sno Adventure Guide** are printed and distributed via Certified Folder to locations across Washington State and on the Washington State ferries. Additional copies are distributed to visitor locations throughout Monroe and the Sky Valley.

Advertisers in **Monroe** and the **Sky & Sno Adventure Guide** benefit from exposure to customers and potential customers as they read about all there is to do and see in our beautiful part of the world.

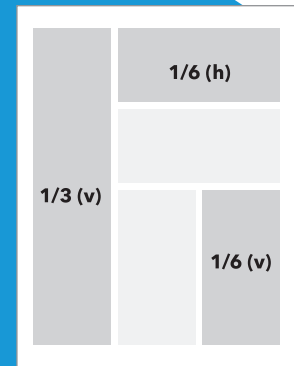
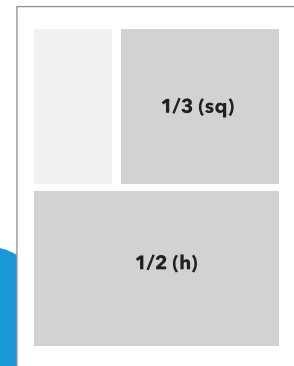
AD RATES per issue

	1x	2x
Spread*	\$1,620	\$1,458
Outside Back Cover*	\$1,500	\$1,350
Inside Back Cover*	\$1,200	\$1,080
Inside Front Cover*	\$1,200	\$1,080
Full Page*	\$900	\$800
1/2 page	\$600	\$540
1/3 page	\$400	\$360
1/6 page	\$200	\$180

Ad Design & Production \$100
(Includes three revisions. Additional charges apply thereafter)

AD SIZES width x height

Spread*	16.75" x 10.875" (trim); gutter = .75"
Full Page*	8.375" x 10.875" (trim)
1/2 page	7.25" x 4.81"
1/3 page square	4.75" x 4.81"
1/3 page vertical	2.25" x 9.625"
1/6 page horizontal	4.75" x 2.25"
1/6 vertical	2.25" x 4.81"



Ad Specifications

High-resolution PDFs, 300dpi resolution, colors converted to CMYK, all fonts embedded.

*Bleed Ads

For Full Page ads, please add .125" bleed around trim size; keep text .25" away from the trim edge.