



**Sky & Sno Adventure Guide** is designed to inspire travelers to experience the Sky Valley region. The unique location of the communities between the Puget Sound and the Cascade Mountains offers an abundance of outdoor recreation and scenic views around almost every curve in the road.

Discover cozy lodges, historic towns, and craft food and beverages; or kayak, hike, or ride through the forests of the Cascades. This curated adventure guide features photos and stories of the Sky Valley, informing visitors of the bountiful things to do, places to discover, and communities who call the river valleys home.

**15,000 glossy, four-color copies printed twice per year (spring/summer & fall/winter) for a total annual distribution of 30,000 copies. Distributed at local visitor information centers and via Certified Folder to locations in North Central Washington, and on Washington State Ferries.**

## Publishing Schedule

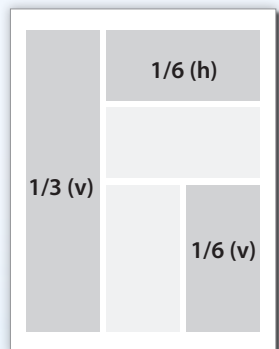
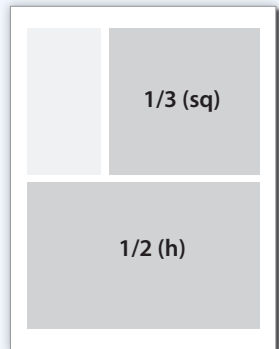
### Fall/Winter 2022

Ad Reservations Sept 9  
 Materials Due Sept 16  
 Mailed to Residents Oct 3

## Ad Sales/ Editorial Inquiries

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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	\$810
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.



Sky & Sno Adventure Guide is published by Colibri Northwest for the City of Monroe, City of Snohomish, Sky Valley Chamber of Commerce, and City of Lake Stevens.

