



2024 MEDIA KIT

Sky & Sno Adventure Guide is designed to inspire travelers to experience the Skykomish/Snohomish River Valleys. This curated adventure guide features photos and stories from Lake Stevens, Snohomish, Monroe, and towns from the upper Sky Valley. 30,000 glossy four-color copies are printed and distributed across the state from convention and visitor centers, hotels, restaurants, local merchants, and to Paine Field destination markets. The Guide is also published online and linked to various websites. Additional promotion of the guide is generated by partner cities through paid distribution on social media – with a reach exceeding 20,000.

Publishing Schedule

Spring/Summer 2024

Ad Reservations Mar 29
 Materials Due Apr 5
 Street Date Apr 30

Fall/Winter 2024/25

Ad Reservations Aug 30
 Materials Due Sept 6
 Street Date Oct 1

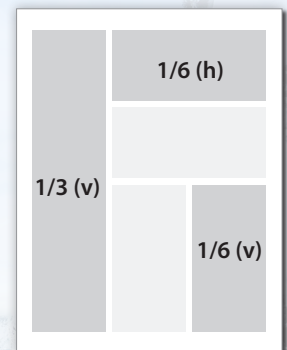
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AD RATES per issue			
	1x	2x	4x
Spread*	\$1,620	\$1,458	\$1,300
Outside Back Cover*	\$1,500	\$1,350	\$1,200
Inside Back Cover*	\$1,200	\$1,080	\$960
Inside Front Cover*	\$1,200	\$1,080	\$960
Full Page*	\$900	\$800	\$720
1/2 page	\$600	\$540	\$480
1/3 page	\$400	\$360	\$320
1/6 page	\$200	\$180	\$160
Ad Design & Production \$100 <small>(Includes three revisions. Additional charges apply thereafter)</small>			



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.

