



THE PREMIER Lifestyle & Recreation Publication of NW Montana's Flathead Valley

20,000 IN CIRCULATION EVERY QUARTER

FREQUENCY DISCOUNT RATES*

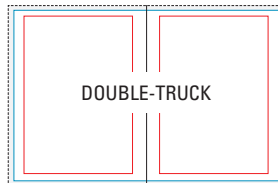
AD SIZE	SIZE OPTIONS	1x	2x or 3x	4x
1/6 page	4.875" x 2.25" hor. or 2.25" x 4.875" vert.	\$855	\$725	\$605
1/3 page	4.875" x 4.875" square or 2.25" x 10.125" vert.	\$1,265	\$1,145	\$975
1/2 page	4.875" x 7.5" island or 7.5" x 4.875" hor.	\$1,580	\$1,345	\$1,125
2/3 page	4.875" x 10" vert.	\$1,945	\$1,655	\$1,365
Full page	8.375" x 10.875" plus .125" bleed on all sides	\$2,430	\$2,065	\$1,705
2 Page Spread	16.75" x 10.875" plus .125" bleed on all sides	\$3,695	\$3,490	\$3,285
Outside Back	8.375" x 10.875" plus .125" bleed on all sides	n/a	n/a	\$2,595**
Inside Back	8.375" x 10.875" plus .125" bleed on all sides	n/a	n/a	\$2,095
Inside Front	8.375" x 10.875" plus .125" bleed on all sides	n/a	n/a	\$2,350**

* Rates shown are per issue **Requires 2-year commitment

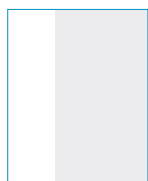
DISPLAY AD SPECS



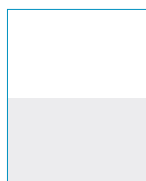
— TRIM SIZE: 8.375" x 10.875"
 — LIVE/SAFETY AREA: 7.125" X 10.125"
 MARGINS: TOP: .375" BOTTOM: .375"
 OUTSIDE: .625" INSIDE: .625"
 - - - BLEED SIZE: 8.625" x 11.125"
 (.125" ON ALL SIDES)



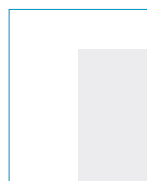
— TRIM SIZE: 16.75" x 10.875" (8.375"x10.875" Per Page)
 — LIVE/SAFETY AREA: 7.375" X 10.125" PER PAGE
 MARGINS: TOP: .375" BOTTOM: .375"
 OUTSIDE: .375" INSIDE: .625"
 - - - BLEED SIZE: 17" x 11.125"
 (.125" ON ALL SIDES)



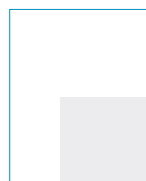
2/3 Page Vert.
4.875" x 10"



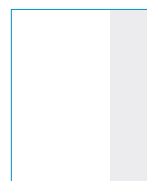
Half Page Hor.
7.5" x 4.875"



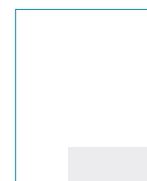
Half Page Island
4.875" x 7.5"



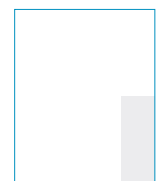
1/3 Page Square
4.875" x 4.875"



1/3 Page Vert
2.25" x 10"



1/6 Hor.
4.875" x 2.25"



1/6 Vert.
2.25" x 4.875"

CAMERA READY ADS: Ads not built by Flathead Living must be 300 dpi or greater, submitted as hi-resolution pdf or other compatible format. Camera ready ads will not be modified.

FOR GATEFOLD SPECS CONTACT STEVE@FLATHEADBEACON.COM

DEADLINES

SPRING EDITION

Ad Space: **February 10**
 Final Ads: **February 26**
 Distributed March 18

SUMMER EDITION

Ad Space: **May 12**
 Final Ads: **May 28**
 Distributed June 18

FALL EDITION

Ad Space: **August 11**
 Final Ads: **August 25**
 Distributed September 16

WINTER EDITION

Ad Space: **November 3**
 Final Ads: **November 19**
 Distributed December 16