

Advertising Rates

The more you run your ad, the more you save!

Ad Size	One Issue	2x Save 4%	3x Save 8%	4x Save 12%	5x Save 16%	6x Save 20%
<i>All ads must run within a 12-month period.</i>						
1/6 Page	\$180	\$172	\$165	\$158	\$151	\$144
1/4 Page	\$260	\$250	\$239	\$229	\$218	\$208
1/3 Page	\$322	\$309	\$296	\$283	\$270	\$258
Half Page	\$433	\$416	\$399	\$381	\$364	\$347
2/3 Page	\$514	\$493	\$473	\$452	\$432	\$411
Full Page	\$619	\$594	\$569	\$545	\$520	\$495
Double Spread	\$1,114	\$1,070	\$1,025	\$980	\$936	\$891

Premium placement charge: additional 10%.

Business Cards: Located in the business card section or City Pages: \$89 per issue.
Run for a full year (six issues) : \$356 (2 free ads)

Prices subject to change.

Full page
7.25 in. w
9.75 in. h

Full bleed
at least
8.75 in. w
11.25 in. h
(keep content area within
8 in. by 10.75 in.)

Half page
7.25 in. w
4.75 in. h

1/4 page
3.5 in. w
4.75 in. h

1/6 page
2.25 w
4.75 h

1/3 page
2.25 w
9.75 h

2/3 page
4.75 in. w
9.75 in. h

3.5 in. w
2 in. h

Business Card

Special Bonus

We will include a link to your business on our website Advertisers Page.

Ad Specifications

If you provide your ad:

Send either electronic files that are press-ready (ready to be inserted into the layout), or hard (paper) copies that we will scan and insert unchanged into the layout.

Acceptable electronic file formats:

PDF: Embed all fonts, and run the file at high resolution (no compression). Images used in the layout file should be high resolution (300 dpi).

Photoshop or TIFF: Resolution needs to be 300 dpi at the desired ad size.

Illustrator: (Either AI or EPS): Outline or embed fonts.

JPEG: Run at Maximum quality.

We cannot accept
Microsoft Word or
Microsoft Publisher files
as layout-ready formats.

Ad width and height must be the same proportion as the final ad size.

Color: All CMYK or grayscale — no RGB or spot color.

If you need design assistance with your ad, please contact:

yarrow@BigRiverMagazine.com or
mac@BigRiverMagazine.com

Deadlines and Themes

Issue	Ad Deadline	Editorial Theme
January-February	Nov. 30	Boating
March-April	Jan. 31	River History
May-June	March 31	Summer Travel
July-August	May 31	Environment & Wildlife
September-October	July 31	Food & Dining
November-December	Sept. 30	Books & Reviews

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