

WINTER 2013 / 2014 MEDIA KIT

JACKSON HOLE SKIER WINTER VISITOR'S GUIDE

A free, photo-heavy print magazine

Two online formats @ www.jhskier.net

For 31 years in touch with ski town life and resort news



CONTACT

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www.focusproductions.com



Reach your customers with the
Jackson Hole Skier magazine

- 20,000 magazines distributed in hotels and retail stores throughout Jackson Hole
- 1,000 magazines placed in Peter Glenn ski shops
- 30,000 web magazine unique page viewings online
- Distributed from early December through April
- Online year-round





Winter 2013 / 2014 Advertising Rates

JACKSON HOLE SKIER WINTER VISITOR'S GUIDE

A free, photo-heavy print magazine

Two online formats @ www.jhskier.net

For 31 years in touch with ski town life and resort news

- 20,000 copies picked up by vacationers to Jackson Hole
 - Shipped to State Info Centers in Montana, Idaho, and Wyoming, and to 14 Peter Glenn Ski & Sports in Florida, Georgia, Virginia
 - In lodgings and racks throughout Jackson Hole
 - Mailed across the nation to annual subscribers
 - Mailed by property managements to those requesting info
- 30,000 unique page views annually at:
 - www.focusproductions.com
 - www.jhskier.net

Reach your customers through advertising with the *Jackson Hole Skier* magazine.

Online Magazines. Now in two formats, vacation planners can easily peruse our magazines, search for desired services, click on your ad or directory listing, and immediately link to your website.

Social Media. As an advertiser you will benefit from our personal attention as we post news of your business on relevant social media platforms.



Distribution. Hundreds of locations throughout Jackson Hole: information centers, motels, lodges, resorts, display racks in shops and restaurants. **State Visitor Information Centers** across Wyoming, Montana, and Idaho, targeting travelers who are actively seeking information about our area. Shipped to 14 Peter Glenn ski shops in Florida, Georgia, & Virginia.

Visitors and locals enjoy and utilize this magazine because —

Articles. Great information about resorts, national parks, wildlife, outdoor recreation, family fun, performing arts, plus tips on other things to do in the area.

Photography. A prominent newsstand presence and value as a free coffee table souvenir created through the work of nationally recognized photographers.

Business Directory. All advertisers get a free listing in our business directory, also featured prominently in the digital, online version.

Maps. People want maps, and we've got them.

Get the best value for your advertising dollar. Our cost-per-thousand rate ratio compares favorably with that of other publications.

Advertising Rates

Covers	
Back Cover	\$3800
Inside Covers	\$3300
1/2 Page Cover	\$1800
Inside pages	
Center Spread (2-pages)	\$7200
Full Page	\$3150
2/3 Page	\$2250
1/2 Page	\$1600
1/3 Page	\$1230
1/6 Page	\$725
Lodging Directory	\$400
Website link (print adv only)	\$150
All space rates are net.	

PRODUCTION SERVICES & COSTS

Space rates include: ad design, typesetting, and usage of Focus Productions' stock photography.

Space rates do not include:

- 1) Photo-shoots, if wanted, are billed at \$100/hr plus digital processing fees.
- 2) Special artwork and computer manipulation—\$75/hr
- 3) Usage of ad in other publications—\$75 fee for duplicate ad on disk
- 4) Usage of an FPI photo in other publications, fee to be negotiated.

TERMS

50% due upon placement, 50% plus any applicable production cost due upon final approval.

DISCOUNTS

Advertise in both our visitor's guides, the *Jackson Hole Skier* and our summer magazine *Teton & Yellowstone Adventure Guide*, and receive a 5% discount.

DEADLINES

Ad space must be reserved by September 21. All copy, artwork, and photographs must be completed by October 7.

Jackson Hole Skier & Grand Teton & Yellowstone Adventure Guide

ADVERTISING PRODUCTION SPECIFICATIONS

DISPLAY AD MATERIALS GUIDELINES

High resolution, press-ready PDF files preferred. We can accept files created in InDesign, QuarkXpress, Photoshop, and Illustrator. Please contact us for guidelines. Macintosh format only.

SUBMITTING AD MATERIALS

Send your CD or DVD along with a SWOP or proof.
Mailing address: P.O. Box 1930, Jackson, WY 83001
FedEx or UPS: 3315 McCollister Drive, Teton Village, WY 83025

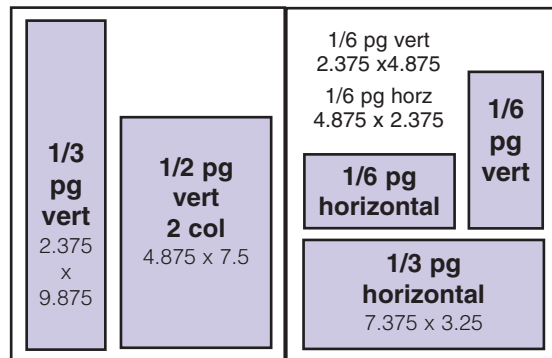
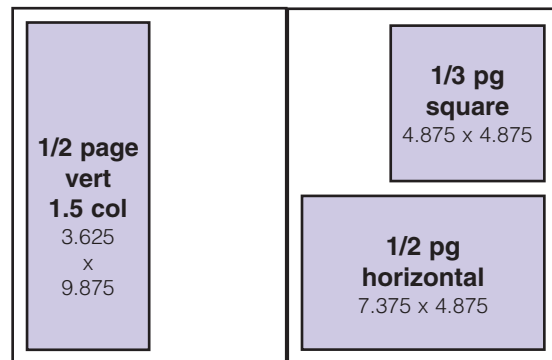
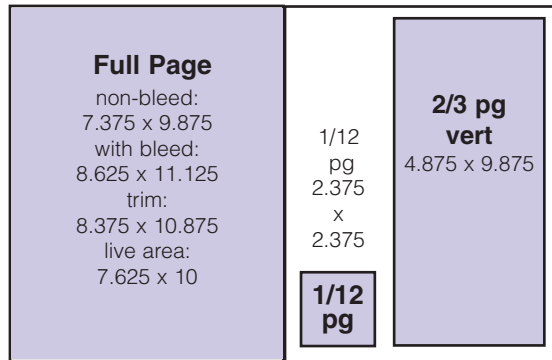
- Email PDF files to: focus.ads@bresnan.net
- Large files may be downloaded to our FTP site, contact us for this information.

COLOR MODES & IMAGE REQUIREMENTS

- Colors and photos must be CMYK. Do not use spot, RGB, or Pantone colors or images.
- Black backgrounds must have support screens composed of 60% Cyan, 40% Magenta, 30% Yellow, 100% Black.
- All image files must be updated and embedded, and have an effective resolution of 300 dpi or greater.
- Customer-provided digital or film images, logos, and any other artwork must be reproduction quality.

FONTS

- When setting font styles, use the specific font. Never use the generic bold and italic key or menu commands.



DISPLAY AD SIZES

Space	Width	Height
full page	7.375	9.875
2/3 pg vert (2 col)	4.875	9.875
1/2 pg vert (1.5 col)	3.625	9.875
1/2 pg vert (2 col)	4.875	7.5
1/2 pg horz (3 col)	7.375	4.875
1/3 pg vert (1 col)	2.375	9.875
1/3 pg horz (3 col)	7.375	3.25
1/3 pg square (2 col)	4.875	4.875
1/6 pg vert (1 col)	2.375	4.875
1/6 pg horz (2 col)	4.875	2.375
1/12 page	2.375	2.375
Merchant Ad	2.375	1.875

Bleed ads:

Full page bleed: 8.625 x 11.125
Full page trim size: 8.375 x 10.875
Live area: 7.625 x 10
On full page bleed ads, keep all important information within the live area

CONTACTS

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email: focus.ads@bresnan.net
web: www.focusproductions.com

Jackson Hole Skier & Summer Adventure Guide

www.jhskier.net
www.yellowstoneadventureguide.com

Searchable, mobile-friendly websites

Online Advertising Rates

Rotating Right Side Bar
\$180 / month, per website
Ad size: 275 x 360 pixels

Vacation planners can easily peruse these magazines, search for desired services, click on your ad or directory listing, and immediately link to your website.

JH Skier & Summer Adventure Guide

- Lodging Directory • Events Calendar
- Webcams • Photo Gallery • Feature Articles • Business Directory • News

JH Dining & Restaurant Guide

- Search restaurants by cuisine, meals, and price range • View menus • Make reservations • Maps • Recipes • Videos
- News of Jackson Hole's many and varied food events

Social Media. As an advertiser you will benefit from our personal attention as we post news of your business on relevant social media platforms.

facebook.com/focusjh
facebook.com/jhdiningguide
Twitter: JH_Skier
focus.ads@bresnan.net



www.jhskier.net



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Jackson Hole DINING & RESTAURANT GUIDE

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