

TERMS & CONDITIONS

Publisher reserves right to refuse any advertising. Full payment on display ads due 30 days from publication/invoice date. Accounts 30 days past due forfeit agency commission and discounts and late payment charge of 1.5% per month will be added. Contract cancellations must be received in writing 30 days prior to closing date; any received after that period will owe 50% of ad cost.

COMMISSIONS

Commissions of 15% on space only to recognized agencies providing final artwork to RANGE's specifications and ONLY IF PAID within 30 days of invoice. No commissions on mini-ads.



The heart and soul of the West

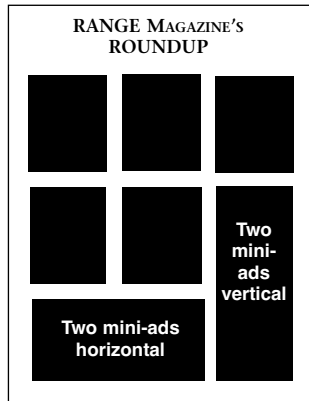
Advertising Rates

MINI-AD RATES

(First insertion payment due with order)

B/W only	1x	2x	3x	4x
2-1/4"x3"	\$280	\$252	\$238	\$224

Also available, 2 mini-ads in a row:
 Double mini horizontal (4-3/4" wide x 3")
 Double mini vertical (2-1/4" wide x 6-1/8").
 Cost will be twice rate shown at the 2x rate.



ADVERTISING DEADLINES

ISSUE	CLOSING DATE	FINAL ART DUE	ON SALE
Spring	December 22	January 2	February
Summer	March 22	April 2	May
Fall	June 22	July 2	August
Winter	September 22	October 2	November

RANGE

106 East Adams, Ste. 201
 Carson City, NV 89706
 775-884-2200 ■ FAX 775-884-2213

C.J. Hadley, Publisher ■ cj@rangemagazine.com
 Ann Galli, Advertising Coordinator ■ ads@rangemagazine.com

RANGE has approximately 170,000 readers in all 50 states, heavy in the West. Available on select newsstands nationwide. RANGE is an award-winning magazine, published quarterly, devoted to issues that threaten the West, its people, lifestyles, lands and wildlife. Inspired photography. Straight talk.

DISPLAY ADVERTISING

FOUR COLOR	1x	2x	3x	4x
2-page spread	\$6,350	\$5,715	\$5,398	\$5,080
Full page	\$3,550	\$3,195	\$3,018	\$2,840
2/3	\$2,750	\$2,475	\$2,338	\$2,200
1/2	\$2,050	\$1,845	\$1,743	\$1,640
1/3	\$1,500	\$1,350	\$1,275	\$1,200

BLACK & WHITE

Full page	\$2,840	\$2,556	\$2,414	\$2,272
2/3	\$2,200	\$1,980	\$1,870	\$1,760
1/2	\$1,640	\$1,476	\$1,394	\$1,312
1/3	\$1,200	\$1,080	\$1,020	\$960
1/6	\$750	\$675	\$638	\$600

SPECIAL POSITIONS

Back Cover IV	\$4,295	\$3,866	\$3,671	\$3,436
Inside Front Cover II	\$3,975	\$3,578	\$3,379	\$3,180
Inside Back Cover III	\$3,875	\$3,488	\$3,294	\$3,100

No extra charge for bleeds.

To reserve a priority position, at 10% surcharge, call 1-800-RANGE-4-U.

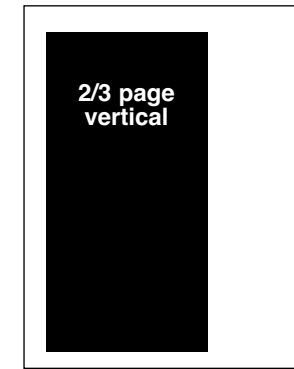
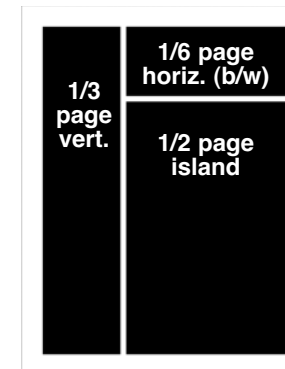
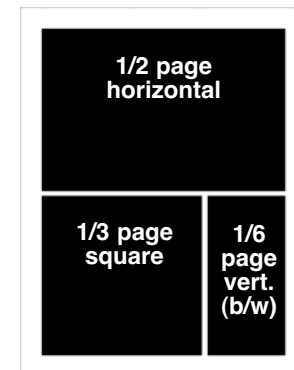
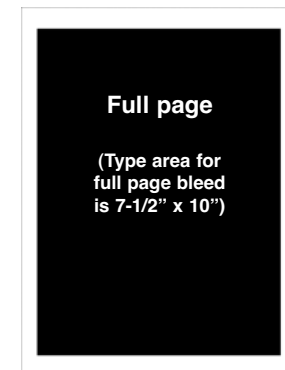
Special advertising needs require publisher's approval.

PRODUCTION CHARGES

If RANGE produces final artwork, charges will be cost plus 15%. Approximate cost for typesetting only from rough layouts (photos, logos, line art, negatives, etc., not included) will vary between \$200 (full page) to \$75 (mini-ad).

SPECIFICATIONS

RANGE is produced directly from our electronic files via the Computer-To-Plate (CTP) process and accepts press-ready PDF files only. Film, prints, veloxes, stats, cannot be used. Your ad must be supplied as a press-ready, preflighted PDF (Acrobat) file. Photos need to be b&w or CMYK, 300 ppi, U.S. Web Coated (SWOP) v2 and all typefaces must be embedded in your file or converted to paths prior to exporting as a PDF file. Please send your high-res, press-ready PDF file with color proof on CD or DVD, Mac format preferred, or drop on to the FTP site. Please e-mail cj@rangemagazine.com for details or call 775-884-2200.



AD SIZES

	WIDTH	LENGTH
2 page spread	17"	11-1/8"
Full page bleed*	8-5/8"	11-1/8"
Full page	7-1/4"	9-5/8"
2/3 Vertical	4-3/4"	9-5/8"
1/2 Horizontal	7-1/4"	4-3/4"
1/2 Island	4-3/4"	7-1/2"
1/3 Square	4-3/4"	4-3/4"
1/3 Vertical	2-1/4"	9-5/8"
1/6 Horizontal	4-3/4"	2"
1/6 Vertical	2-1/4"	4-3/4"

(See next page for RANGE Roundup mini-ad specifications)

** Background photo or color can bleed, but actual type area for full page bleed should be 7-1/2" x 10" maximum.
Actual magazine size is 8-3/8" x 10-7/8".*