

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.



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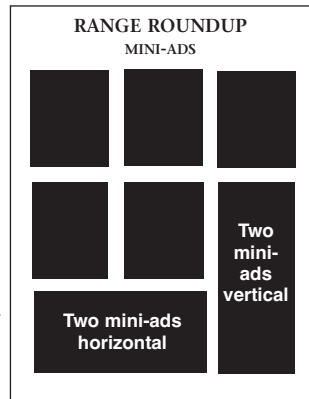
The heart and soul of the West

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 15	December 31	February
Summer	March 15	March 31	May
Fall	June 15	June 30	August
Winter	September 15	September 30	November

RANGE

106 East Adams, Ste. 201
 Carson City, NV 89706

775-884-2200 ■ FAX 775-884-2213

Advertising Rates

C.J. Hadley, Publisher ■ cj@rangemagazine.com

Ad rep: Megan Shea or Jayne Wynes ■ megan@chipotlepublishing.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.

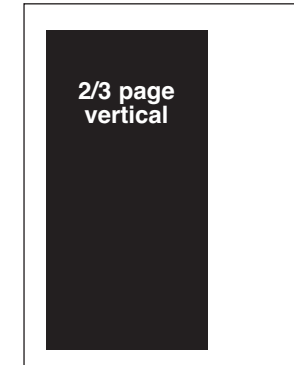
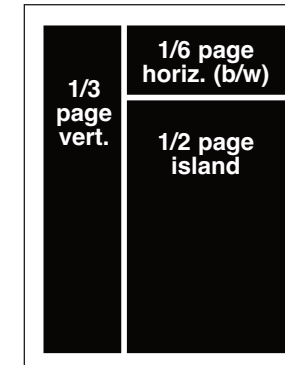
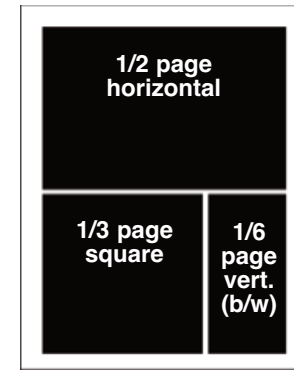
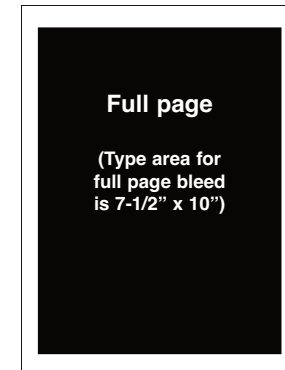
Special advertising needs require publisher's approval.

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

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".