



# 2017 Advertising Rates & Specifications



	CVB OR Artisan Trail Member Rate	Non-Member Rate
<b>Full Page</b>		
Back Cover	1600	1760
Inside Front	1500	1650
Inside Back	1400	1540
Inside	1000	1100
<b>1/2 Page</b>	600	660
<b>1/4 Page</b>	350	385
<b>1/8 Page</b>	200	220
<b>Listing</b>	95	105

- Special Placement Rate: add 25% to contract rate (minimum of 1/4 page ad)
- All rates are net and per insertion. Ad agency charges, if any, are additional.
- *Ad design included in price.* Limit 2 revisions.

## Specifications

	Width	Height
<b>Full Page w/bleed</b>	5.875	8.875
<b>Full Page w/o bleed</b>	5.375	8.375
<b>1/2 Page Horizontal</b>	4.250	3.500
<b>1/2 Page Vertical</b>	2.000	7.375
<b>1/4 Page</b>	2.000	3.500
<b>1/8 Page</b>	2.000	1.625

## Distribution

A minimum distribution of 60,000 printed copies distributed at all PennDot Welcome Centers, CVBs, and locations throughout Pennsylvania.

Display ads will be added to the PA Route 6 website, along with a ten-word description given with purchase of any display ad or listing.

### Display Advertising Specs

Text only files: Microsoft Word

Art only files: TIFF, JPEG, PDF and EPS formats. Minimum resolution of 300 dpi. Web images at 72 dpi are not suitable for high quality printing. Images scanned from thermographic printing or business cards may result in poor quality reproduction.

Application software accepted: High resolution PDF files, InDesign, Illustrator, Macromedia Freehand.

Fonts: All fonts must be embedded in the file or must be supplied.

### Terms & Policies

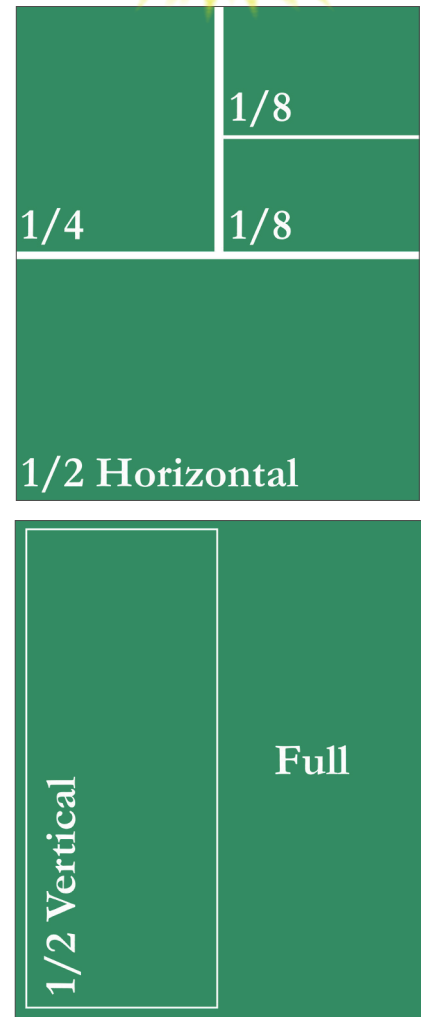
All ads must be prepaid. Payment for first insertion due at contract signing. Subsequent insertions, if any, will be invoiced 15 days prior to publication date.

The publisher reserves the right to edit or reject any ad copy submitted.

Rates are agency commissionable when placed by a legitimate agency of record.

Advertisers and/or advertising agencies are responsible for the accuracy of their ads and assume liability for all content, including published text and illustrations, and also assume responsibility for all claims made against Beagle Media LLC arising from publication, including costs of defending claims.

Artisan Trail Members benefits will remain unchanged. Ads will be added to their listing on PA Route 6 websites.



Beagle Media, LLC, 87-1/2 Main Street, Wellsboro, PA 16901 • PH:(570) 724-3838

E-mail ads to: [gwenb@mountainhomemag.com](mailto:gwenb@mountainhomemag.com)