

TELLURIDE PUBLISHING MEDIA KIT 2010-2011

Celebrate with us: 27 years of *Telluride Magazine* and
23 years of *Telluride & Mountain Village Official Visitor Guide*.

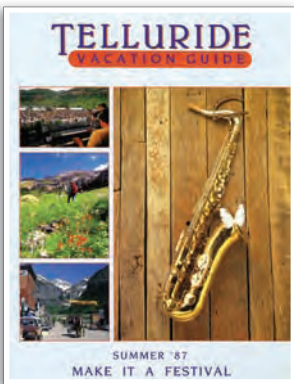


Telluride Magazine

Published each spring/summer and fall/winter, *Telluride Magazine* showcases its namesake, celebrating a town rich in history that thrives with outdoor adventure and culture.

Telluride Magazine uncovers its heritage; profiles outstanding citizens; explores the environment, high-altitude health and shopping; shares local culinary delights; highlights recent newsworthy events; and features everything from skiing to summer festivals.

Known for quality editorial content and beautiful photography, *Telluride Magazine* is savored by locals and visitors alike.



Telluride & Mountain Village Official Visitor Guide

The Telluride Tourism Board is the first point of contact for visitors, planners and others opting to make Telluride their next destination.

The *Telluride & Mountain Village Official Visitor Guide*—the single publication endorsed by the Telluride Tourism Board—is the only piece dedicated solely to marketing the Towns of Telluride and Mountain Village as a travel destination. Telluride Ski & Golf Resort also uses the guides as their main marketing tool when promoting the ski resort.

For 23 years, visitors have used this biannual guide to plan their itinerary; book accommodations; learn about attractions, events, transportation and business services. Even Telluride residents turn to the *Telluride & Mountain Village Official Visitor Guide* for its special events calendar and lodging, shopping, dining, recreation and spa listings.



TellurideMagazine.com, VisitTelluride.com & Tellurider.com

In addition to the printed versions, virtual e-zines of both publications are represented online at www.TellurideMagazine.com and www.VisitTelluride.com (home of *Telluride & Mountain Village Official Visitor Guide*).

Flip through the virtual issues online. These sites are maintained regularly, providing the most up-to-date information about Telluride and its offerings. Both are optimized to appear at the top of Web searches. No other regional publications can boast the Web presence, circulation or distribution of *Telluride Magazine* and *Telluride & Mountain Village Official Visitor Guide*.

Check out our new online flip publications:

- Browse the entire publications online
- Search for specific topics
- Link to advertisers' websites
- Save to your desktop to read off-line

Telluride Publishing A DIVISION OF BIG EARTH PUBLISHING

307 Society Drive, Suite D | Telluride, CO 81435 | 970.728.4245 | Fax: 970.728.4302 | advertising@telluridemagazine.com

Our readers' average income is over \$100,000, which indicates strong consumer buying power, and 62% are interested in real estate in the region.

When shopping in Telluride, 51% of our readers buy clothing. Other popular purchases include jewelry, art, books and sports equipment.

Our Readers

Telluride Magazine Demographics*

AGE	
A majority the magazine readers fall between the ages of 51 and 61 (44%).	
GENDER	
Female	38%
Male	62%
ACQUIRED THE PUBLICATION FROM	
51% of our readers acquire the magazine from local racks; 24% find the publication in their accommodations; and the remaining readers are subscribers or find it on national newsstands.	
AFFINITY	
Actions taken by readers as a result of reading <i>Telluride Magazine</i> :	
Dined at a specific restaurant	71%
Visited a specific store	67%
Took an issue home	80%

* Information obtained from a 2006 *Telluride Magazine* reader survey.

Telluride & Mountain Village Official Visitor Guide Demographics**

AGE		
A majority the guide's readership are in their 40s (26%) and 50s (21%).		
GENDER		
Female	71%	
Male	29%	
INFORMATION FROM THE GUIDE VALUED IN ORDER BY OUR READERS		
1. Dining	6. Transportation	11. Children's Activities
2. Real Estate	7. Day Trips	12. Calendar of Events
3. Accommodations	8. Shopping	13. Spas
4. Nightlife	9. Skiing	14. History
5. Outdoor Adventures	10. Planning an Event	15. Business Directory

LURE	
More than half the people who request a visitor guide travel to Telluride. And of those readers who visit Telluride, return an average of four times.	

READER INTERESTS	
Backpacking	28%
Fishing	12%
Golf	2%
Horseback Riding	13%
Hiking	73%
Jeeping	19%
Mountain Biking	33%
Nordic Skiing	11%
River Rafting/Kayaking	6%
Skiing	38%
Snowboarding	11%
Snowmobiling	6%
Spas	47%

** Information obtained from a 2007 *TellurideVisitorGuide.com* online survey.

Telluride Publishing A DIVISION OF BIG EARTH PUBLISHING

307 Society Drive, Suite D | Telluride, CO 81435 | 970.728.4245 | Fax: 970.728.4302 | advertising@telluridemagazine.com



“The Telluride Tourism Board encourages you to use the Visitor Guide as your primary media placement for your advertising needs.”

—Scott McQuade
CEO Telluride Tourism Board



June 1, 2009

TO: Telluride Business Owner
FROM: Scott McQuade, Chief Executive Director
SUBJECT: Official Endorsement of Telluride Publishing’s Visitors Guide

Dear Telluride Business Community,

It is an exciting time at the Telluride Tourism Board. We have many new marketing initiatives designed to attract qualified visitors to our beautiful region. In these times, most of us are spending our marketing and sales dollars more carefully than ever. To efficiently and effectively market the region, the Tourism Board in partnership with Telluride Publishing presents the opportunity to advertise your business at www.VisitTelluride.com and in the *Telluride and Mountain Village Official Visitor Guide*—both of which are newly redesigned.

Beyond a spectacular new look featuring the work of local photographers, the redesigned site offers improved functionality and resources. Individuals can now stay in touch via the official Telluride Tourism Board blog, photo and video gallery, and social media networks, such as Facebook, YouTube and Twitter. New to the site are specific sections for the local business community, groups and meeting planners and media.

Since the site went live on May 1, we’ve secured a top Google ranking, resulting in a 49 percent increase in unique visitors and 308 percent increase in page views. The abundance of up-to-date information and dynamic content has increased the average time spent on the site by 55 percent. Online bookings and sales transactions through Telluride Central Reservations have also seen substantial increases.

To complement the new site, the Guide is also under-going a strategic redesign. For the winter edition, you will find a clean new look, compelling content and improved presentation of visitor information. The Guide and website will work hand-in-hand to provide visitors all the planning resources they need to choose Telluride.

The Telluride Tourism Board uses the Guide as its primary collateral piece, fulfilling over 30,000 requests each year. In addition, the Guide is distributed by national and regional networks, including 33 visitor centers and Denver International Airport. The Tourism Board uses the Guide as its primary fulfillment piece at travel trade shows that reach corporate meeting planners, tourism agencies and bridal fair attendees. For the winter, the Guide is supported by Telluride Ski Resort and utilized at consumer ski shows. In sum, over 160,000 copies are distributed annually, affording advertisers a sweeping national marketing campaign.

As part of this overall effort, we have streamlined the advertising sales of both the Guide and www.VisitTelluride.com. Telluride Publishing will offer ad sales for both marketing channels, including bundled savings when you choose to advertise jointly.

The Tourism Board encourages you to consider the *Telluride and Mountain Village Official Visitor Guide* and www.VisitTelluride.com as primary components of your advertising strategy. This community-wide opportunity is designed with our business owners in mind. If you have any questions, please call me.

Sincerely,

Scott McQuade
CEO Telluride Tourism Board
970.728.3041 ext. 51

Telluride Publishing A DIVISION OF BIG EARTH PUBLISHING

307 Society Drive, Suite D | Telluride, CO 81435 | 970.728.4245 | Fax: 970.728.4302 | advertising@telluridemagazine.com



Telluride Magazine is the community's oldest award-winning publication. It's been recognized for excellence in printing, design and content. Part of the publication's success can be attributed to aggressive circulation and national newsstand distribution. No other publication compares to Telluride Magazine's local free distribution and national newsstand distribution.

Telluride Magazine is the only local publication accepted for national newsstand sales (since 1996). We contribute our national acceptance due to our award winning for overall excellence.

When you advertise in Telluride Magazine, you are promoting your own business and also helping to promote the Telluride region to the rest of the world.

Telluride Publishing's web sites rank in the top of Google searches for "Telluride, Colorado," and our two virtual e-zines attract readers from around the world. Combined, the two sites draw almost 10,000 visitors each month.

Expand your reach to span the globe: Advertise with Telluride Magazine

Telluride Magazine Rates and Deadlines

RATES	ONCE	TWICE
Full page	\$2,995	\$2,845
2/3 page	\$2,495	\$2,375
1/2 page	\$1,995	\$1,895
1/3 page	\$1,495	\$1,395
1/6 page	\$795	\$695

COVERS & SPREADS

Inside Front Cover, Inside Back Cover, or before the Table of Contents	\$4,200
Back Cover	\$6,500

SPECIAL SECTIONS

Local Flavor

1/6 page \$495

1/3 page \$695

With ad purchase, establishments that include sit-down dining receive a description of fare, location and contact number in the Dining Out section.

Mountain Homes & Design with Special Realtor Profile Section

Full page \$2,295 1/2 page \$1,395 1/4 page \$995

DEADLINES	SUMMER 2010	WINTER 2010/11
Closing	4/16/2010	10/13/2010
Materials due	4/23/2010	10/20/2010
Print-ready ads due	4/30/2010	10/27/2010
Distributed	5/21/2010	11/19/2010

IN-HOUSE PRODUCTION

Advertising rates include one hour of ad production for one 4-color ad.

Services include basic design, color scanning and pre-press setup.

Design that requires more than one hour of in-house production will be charged at \$95 per hour.

Late ad materials will incur production charges at \$150 per hour.

NOT included are the cost of photography, concept and logo design, artwork, photo manipulation or submitting an ad to other publications. Any ad created by Telluride Publishing and requested for use in other media will incur a fee of \$195.

ADDITIONAL RATE CONSIDERATIONS

All rates are net.

Specific placement 15% fee.

For 5th-colors, varnishes or metallic inks, please request a quote.

Accounts must be current to earn frequency discounts; past-due accounts will forfeit any discounts.

Prepayment 2% discount.

Annual and multi-year discounts available.

Ad materials turned in after deadline may incur late penalty charges.

Payment options include MasterCard and Visa.

Telluride Publishing A DIVISION OF BIG EARTH PUBLISHING

307 Society Drive, Suite D | Telluride, CO 81435 | 970.728.4245 | Fax: 970.728.4302 | advertising@telluridemagazine.com



Internationally Distributed, Universally Recognized

Telluride Ski and Golf CEO, Dave Riley presents 97-year-old Emile Allais, designer of the trail and lift layout on Telluride ski area, a copy of *Telluride and Mountain Village Official Visitor Guide*, in Megeve, France, 2009.

Visitor Guide Rates and Deadlines

RATES

Full page	\$3,995
2/3 page	\$3,455
1/2 page	\$2,895
1/3 page	\$1,990
1/4 page	\$1,675
1/6 page	\$1,295

COVERS & SPREADS

Inside Back Cover, Preferred Placements	\$5,000
Back Cover	\$6,500

SPECIAL SECTIONS

Places to Stay - Includes color photo and text	
1/2 page	\$1,795
1/3 page	\$1,395
1/6 page	\$ 895

Food & Drink / Where to Shop - Includes color photo and text	
1/2 page	\$1,395
1/3 page	\$ 895
1/6 page	\$ 595

Expanded Listings	\$ 195
Expanded text with business name, address, phone, website, web link, email and one line of text	

DEADLINES

	SUMMER 2010	WINTER 2010-11
Closing	2/12/2010	7/02/2010
Materials due	2/19/2010	7/09/2010
Print-ready ads due	2/19/2010	7/23/2010
Distributed	4/01/2010	8/20/2010

IN-HOUSE PRODUCTION

Advertising rates include one hour of ad production for one 4-color ad. Services include basic design, color scanning and pre-press setup.

Design that requires more than one hour of in-house production will be charged at \$95 per hour.

Late ad materials will incur production charges at \$150 per hour.

NOT included are the cost of photography, concept and logo design, artwork, photo manipulation or submitting an ad to other publications. Any ad created by Telluride Publishing and requested for use in other media will incur a fee of \$195.

ADDITIONAL RATE CONSIDERATIONS

- Specific placement 15% fee.
- For 5th-colors, varnishes or metallic inks, please request a quote.
- Ad materials turned in after deadline may incur late penalty charges.
- All rates are net.
- Accounts must be current to earn frequency discounts; past-due accounts will forfeit any discounts.
- Prepayment 2% discount.
- Annual and multi-year discounts available.
- Payment options include MasterCard, Visa, American Express and Discover.

Telluride Publishing A DIVISION OF BIG EARTH PUBLISHING

307 Society Drive, Suite D | Telluride, CO 81435 | 970.728.4245 | Fax: 970.728.4302 | advertising@telluridemagazine.com

VisitTelluride.com Web Rates and Specifications



Telluride Tourism Board has joined with Telluride Publishing to present a newly merged website with maximum optimization for the keyword “Telluride,” when combined with “Colorado,” “vacation,” “skiing,” “camping” and more.

QUARTERLY RATES

January, February, March — April, May, June — July, August, September — October, November, December

Banners

Homepage	\$1,500
----------	---------

Sidebars

Large homepage	\$1,500
----------------	---------

Large internal page (ROS)	\$900
---------------------------	-------

Small homepage	\$900
----------------	-------

Small internal page (ROS)	\$450
---------------------------	-------

Tellurider.com Business Directory	\$95
--	------

Hot link free with print and web buy annually.

5% discount for 6 months. 10% discount for 1 year.

BANNER AND SIDEBAR SPECIFICATIONS

Large Banner/Sidebar

Image size	300 x 250 pixels
------------	------------------

Headline	25 characters
----------	---------------

Subhead	25 characters
---------	---------------

Price point/Call to Action	
----------------------------	--

Format	jpg
--------	-----

File size	max: 150 KB
-----------	-------------

Link to any web page

Small Sidebar

Optional 100 character caption

Image size	300 x 100 pixels
------------	------------------

Format	jpg
--------	-----

File size	max: 150 KB
-----------	-------------

Link to any web page

Homepage Availability:

Two Large Banner Ads with up to 5 advertisers each. Two Small Sidebar and two Large Ads with up to 5 advertisers each.

Interior Page Availability ROS:

Two Large Banner Ads and two Small Sidebar Ads.

ROS/CPM is \$5. Based on 100,000 page views per month.

Run of Site (ROS) ad placements will rotate on any pages of visittelluride.com (excludes homepage)

Advertising Policy:

- To be considered for a homepage presence, your organization must be a current business license holder in Telluride or Mountain Village, and promote a visitor-oriented product, activity, program, event, etc. Currently, homepage ads are not available to realty services and other non-visitor specific organizations.
- For business license holders with an existing listing page on www.VisitTelluride.com, we are committed to cross-selling advertising on your listing page that creates synergy. Organizations that may not be construed as a competing entity will not be considered on specific business listings pages.
- For non-business license holders, your organization's desire to advertise will be considered on a case-by-case basis.
- All Telluride Tourism Board banner ads are sold or offered on a "first-come, first-serve" basis and no banner may be reserved without payment or finalized partnership agreement for such period. All advertising is to be prepaid prior to the scheduled run of the contracted ad space. We reserve the right to deny any banner ad request or creative.

Telluride Publishing A DIVISION OF BIG EARTH PUBLISHING

307 Society Drive, Suite D | Telluride, CO 81435 | 970.728.4245 | Fax: 970.728.4302 | advertising@telluridemagazine.com

Advertising Specifications

Please contact us with any file setup questions. 970.728.4245 ext. 2 or advertising@telluridemagazine.com.

SPECIFICATIONS

Our magazines are printed on high-speed web presses.

All requirements are based on Specifications for Web Offset Publications (SWOP).

We are a Macintosh-Format Computer to Plate (CTP) environment, using the Adobe Creative Suite 3. Adobe InDesign is the primary page layout program with support from Illustrator and Photoshop.

A high-quality SWOP-standard color proof is required with the final ad.

Without a color press-match proof, we cannot guarantee color accuracy.

We can access CDs, DVDs and Flash Drives. We also have a ftp site for sending files, or can receive emailed files up to 5mb. Please inquire with your account executive for details.

All ads must be set up for 4-color process, CMYK format. If a spot color is desired, special arrangements must be made and additional specifications provided before submitting materials. All Pantone color requests incur additional charges over the 4-color rate.

All ads (except full page size) must have a border or background color that extends to the full ad size area.

PREFERRED FILE FORMATS

PDF

We prefer press-ready PDF files—**without crop marks**—with fonts and all links embedded. Please include a 0.25" bleed when needed on full page bleed ads. Images must be in CMYK format and at a resolution of 300 dpi at actual print size. **Export or Optimize PDF files with a Press Quality setting.**

ACCEPTABLE NATIVE FILE FORMATS

Please include all fonts and high-resolution images with the native document.

All images must be in CMYK format and at a resolution of 300 dpi at actual print size.

InDesign	Version 3 and greater
Illustrator	Version 8 and greater
PhotoShop	Files must be correct resolution and size.

PROOF REQUIREMENTS

A high-quality digital proof that meets SWOP specifications (i.e. Kodak Approval, Epson Proof or other Matchprint-equivalent proof) must accompany all final ads—uncalibrated color printer output is not acceptable for a color match. Color matching is not guaranteed when a substandard proof is provided. Upon Client's request, a color-correct proof can be produced at a cost to the advertiser of \$175.

FTP INSTRUCTIONS

Use FTP Client software such as RBrowser, Cyberduck or Fetch. Free downloads are available online.

Our FTP server will not work via a web browser such as Firefox, Explorer or Safari.

For ftp site URL, user name and password for uploads, contact your advertising account executive at advertising@telluridemagazine.com

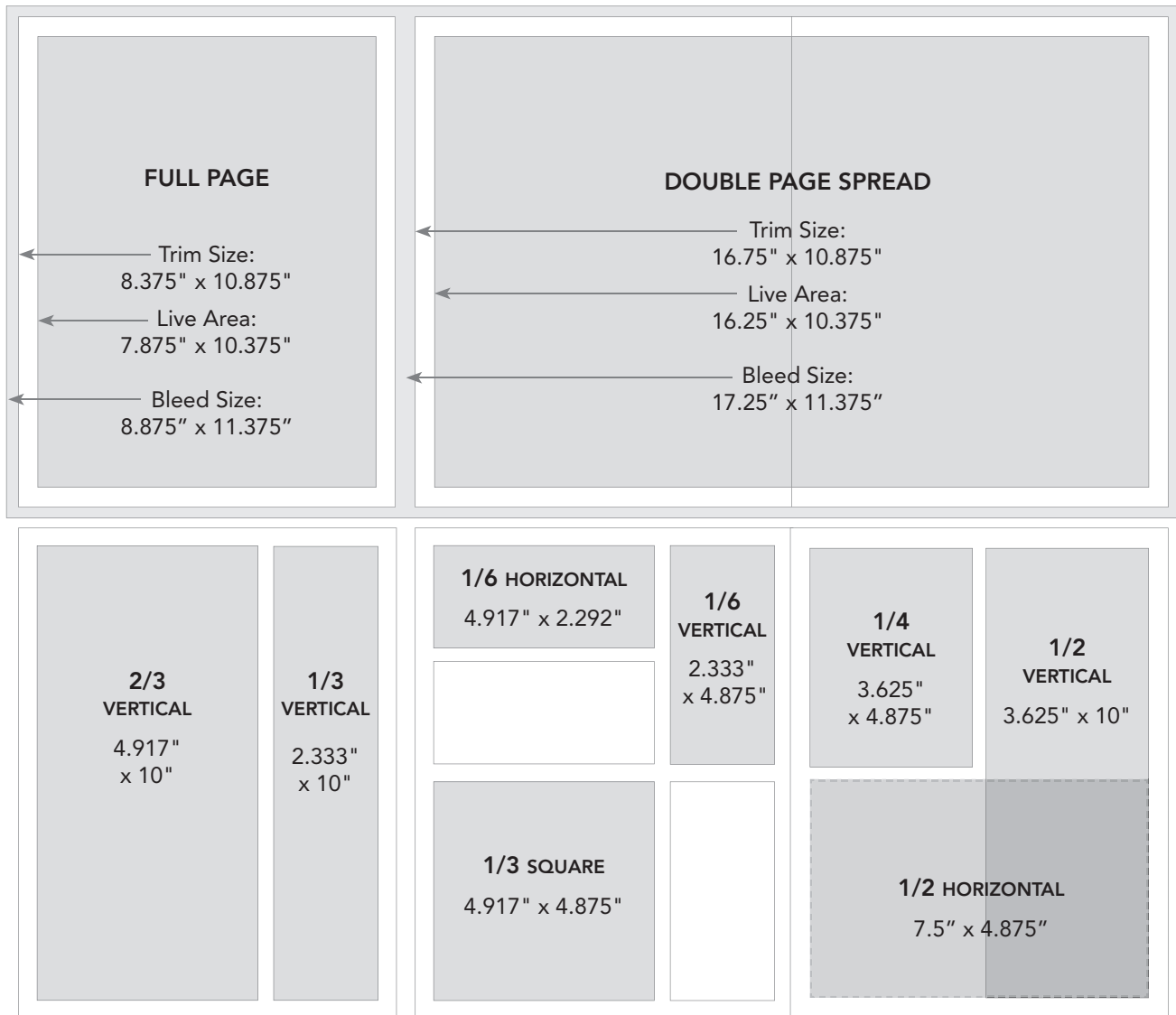
SHIPPING INSTRUCTIONS

Proofs must accompany all materials.

Ship materials to:

[Advertising](#)
[Telluride Publishing](#)
307 Society Drive, Suite D
Telluride, CO 81435

Advertising Dimensions



Please **DO NOT** add crop marks or printer marks to PDFs. All images must be in CMYK format and at a resolution of 300 dpi at actual print size.

FULL PAGE BLEED
 8.875" x 11.375"
 Bleed extends to .25" beyond trim sides.

TRIM SIZE 8.375" x 10.875"
 Type and other images not intended to bleed or be trimmed must be at least .25" inside the trim area.

LIVE AREA 7.875" x 10.375"
 All text, borders and images need to be within the live area.

AD SIZES	WIDTH	HEIGHT
Full page spread (supply as single pages for each)	16.75"	10.875"
Full page, bleed (add a .25" bleed)	8.375"	10.875"
Full page, non-bleed	7.875"	10.375"
2/3 page, vertical	4.917"	10"
1/2 page, vertical	3.625"	10"
1/2 page, horizontal	7.5"	4.875"
1/3 page, vertical	2.333"	10"
1/3 page, square	4.917"	4.875"
1/4 page, vertical	3.625"	4.875"
1/6 page, vertical	2.333"	4.875"
1/6 page, horizontal	4.917"	2.292"