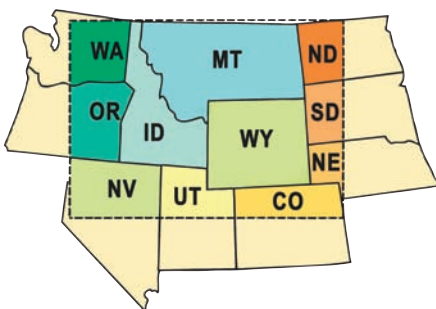


Rocky Mountain Rider Magazine



- ★ **Targeted Readership**
 - Directly Reach Horse People in 11 Greater Rocky Mountain States
- ★ **98% Pickup Rate**
- ★ **500+ Distribution Points**
 - Ranch Suppliers, Feed Dealers, Western Wear, Saddle Shops, Livestock Auctions, Veterinarians
 - Distribution updated monthly



- ★ **Monthly —16,500 Copies per Issue**
 - Extra copies printed and distributed at Horse Expos, Rodeos, Horse Shows & other Horse Events
- ★ **Digital Magazine on Web**
- ★ **FREE Bonus to Display Advertisers**
 - Free Advertiser Index
 - Events Listed Free in RMR Calendar
 - Free Link on RMR's Website Links Page

DISPLAY ADVERTISING RATES* — effective 9/1/09

| AD SIZE | 1-2 issue (per issue) | | 3-5 issues (per issue) | | 6-11 issues (per issue) | | 12 issues (per issue) | |
|-----------------|--------------------------|------------|---------------------------|------------|----------------------------|------------|--------------------------|------------|
| | Black & White | Full Color | Black & White | Full Color | Black & White | Full Color | Black & White | Full Color |
| Full Page | \$640 | \$845 | \$600 | \$800 | \$565 | \$750 | \$520 | \$695 |
| Two Thirds Page | \$500 | \$700 | \$470 | \$655 | \$440 | \$620 | \$410 | \$570 |
| Half-Page | \$385 | \$575 | \$365 | \$545 | \$345 | \$515 | \$310 | \$470 |
| Third-Page | \$285 | \$425 | \$270 | \$400 | \$255 | \$380 | \$235 | \$350 |
| Quarter-Page | \$225 | \$320 | \$215 | \$305 | \$195 | \$285 | \$180 | \$265 |
| Sixth-Page | \$160 | \$245 | \$155 | \$230 | \$145 | \$215 | \$135 | \$200 |

*Rates are net

MECHANICAL REQUIREMENTS

| Size | Width x Height |
|-----------------------|--|
| Full Page | 7-1/4 x 9-1/4 |
| Full Page, Full Bleed | 8.25 x 10.75 live area 7.25 x 9.75, plus .25 bleed 4 sides |
| Two-Thirds Page | 4-3/4 x 9-1/4 |
| Half Page | 7-1/4 x 4-1/2 |
| Third Page Horizontal | 4-3/4 x 4-1/2 |
| Third Page Vertical | 2-1/4 x 9-1/4 |
| Quarter Page | 3-1/2 x 4-1/2 |
| Sixth Page | 2-1/4 x 4-1/2 |

CAMERA READY REQUIREMENTS

Formats: High Quality PDF preferred
— on CD, DVD, or e-mail.

If mailing, please include a printed proof.

We are dedicated to giving our customers Professional Service, and to producing a Quality Product that will reach their Target Market.

OTHER RATES Cost per issue

| | | |
|--|---|--|
| ONLINE ADVERTISING & WEB PROFILES Please call for prices | CLASSIFIEDS - Print and Online Basic Ad - up to 20 words: \$30 (\$.40 each additional word) | SPECIAL PAGES Back Cover (full color/full bleed) \$1,600 Inside Cover - full color/full bleed \$1,100 Inside Back Cover - full color/full bleed \$900 Page 3 - full color \$950 |
| DIGITAL IMAGES & PHOTOGRAPHS: Each (one-time charge) Basic \$10 Retouched \$20 | DISPLAY CLASSIFIED - First column-inch: \$35 (\$15 each additional inch) | AD COPIES - Sending a copy of your ad to another publication e-mail: \$10 each CD: \$15 each |
| DIRECTORY 6 Months (must be prepaid) \$250 12 Months (must be prepaid) \$375 | | DIFFICULT COMPOSITION - price varies - please call |



Rocky Mountain Rider Magazine is a Montana Owned & Operated Company

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