

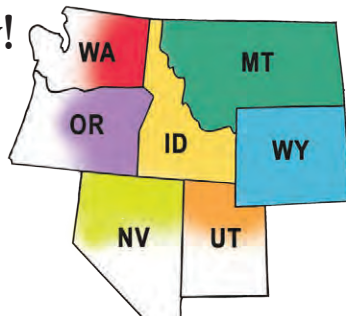
Rocky Mountain Rider Magazine



We'll Put Your Ad in the Hands of HORSEpeople!

Optimize Your Marketing Strategy!

- ★ Print Edition
- ★ RMR Digital Edition Online with Worldwide Readership
- ★ RMR Website Premiums
- ★ e-Newsletter Push



RMR's Print Edition

- ★ **Monthly —14,000 Copies per Issue**
 - Extra copies printed and distributed at Horse Expos, Rodeos, Horse Shows & other Horse Events
- ★ **Targeted Readership**
 - Directly Reach Horse People in Seven Western States
- ★ **375+ Distribution Points**
 - Ranch Suppliers, Feed Dealers, Western Wear, Saddle Shops, Livestock Auctions, Veterinarians
- ★ **98% Pickup Rate**
 - Distribution updated monthly

DISPLAY ADVERTISING RATES — Rates are net

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

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 offer exceptional customer service. We give you individual attention in developing an effective advertising program, and designing ads to serve your specific business needs.

OTHER RATES Cost per issue

ONLINE ADVERTISING & WEB PROFILES

Please call for prices

DIGITAL IMAGES & PHOTOGRAPHS:

Each (one-time charge)

Basic \$10
Retouched \$20

CLASSIFIEDS - Print and Online

Basic Ad - up to 20 words: \$30
(\$40 each additional word)

DISPLAY CLASSIFIED -

First column-inch: \$35
(\$15 each additional inch)

DIRECTORY (must be prepaid)

6 Months \$250
6 Months with Digital Edition Hot Link \$350
12 Months \$375
12 Months with Digital Edition Hot Link \$525

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

AD COPIES - Sending a copy of your ad to another publication e-mail: \$10 each CD: \$15 each

DIFFICULT COMPOSITION - price varies - please call



Ad Rates Effective
September, 2011

Rocky Mountain Rider Magazine is a Montana Owned & Operated Company

1-888-747-1000 • 406-363-4085 • Fax 406-363-1056

Mail: PO Box 995, Hamilton MT 59840 • Physical: 1595 North First Street, Hamilton MT 59840

www.rockymountainrider.com • ads@rockymountainrider.com

Effective September 2010

www.rockymountainrider.com • ads@rockymountainrider.com
PO Box 1011, Hamilton MT 59840
Toll Free: 888-747-1000 • 406-363-4085 • Fax 406-363-1056



Advertising Rates



Rocky Mountain RIDER

ADVERTISING POLICY

PAYMENT:

All advertising must be paid in **ADVANCE**. Terms are cash or credit card when copy and artwork are submitted, unless pre-approved for invoicing.

Rates are net. Non-commissionable agency commissions, where applicable, should be added.

Rates are per issue (U.S. funds). Check, money order, cashiers check, VISA, MasterCard, American Express, or Discover will be accepted as payment. Rates and conditions are subject to change without notice. All advertisements ordered set and not used will be charged for composition. The publisher's liability for any error will not exceed the cost of the space occupied by the error. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement. **Accounts 90 days past due will be turned over for collection.**

CONTRACTS:

All billed accounts on contract must be pre-approved. Please ask us for a credit application. Contract prices are guaranteed for length of time stipulated in contract. All contract ads must run in consecutive issues to earn frequency rate. Contracts must be completed within one year from date of first insertion. Advertisers not fulfilling contractual obligations will be billed at the next qualified rate. If you are on contract, you will be billed upon publication of current issue. **PAYMENT IS DUE IN 2 WEEKS.** There is a 2% monthly finance charge on accounts 30 days past due. **Accounts 90 days past due will be turned over for collection.**

PRINT QUALITY

RMR's printer continues to give us beautiful high-quality, results with smudge-free heat-set, full color printing on E-Cal and Glossy paper.

AD COPY AND DESIGN:

RMR will design and typeset most ads at no additional cost to the advertiser. Complicated ads requiring extra composition may be charged an additional fee. The

advertiser is responsible for providing us with artwork, logo and photos. Our production department or your ad representative will be happy to assist you in writing & designing your ad.

CAMERA READY ARTWORK

Camera-ready artwork will be accepted on the discretion of the publisher after it has been reviewed. It is subject to approval to ensure the highest quality reproduction.

PHOTOS:

Digital photos must be high resolution. Prints are best if glossy. Label photos with your name, address & phone on piece of paper taped to back. Do not write directly on photos. Do not cut photos. Please enclose a stamped, self-addressed envelope if you wish photos returned. Please mark your mailing envelope with "DO NOT BEND OR FOLD" in big letters so that the Post Office will handle it with care.

CHANGES OR CANCELLATIONS:

All advertisements ordered set and not used will be charged for composition. It is the advertiser's responsibility to notify **Rocky Mountain Rider Magazine** of any changes in ad copy by deadline. **No cancellations** accepted after deadline.

INTERNET BUSINESS PROFILES:

Internet "Business Profiles" are available on RMR's web site to advertisers who sign contracts for advertisements of a stipulated size in multiple, consecutive issues. These "Business Profiles" are restricted to set information categories, and the same listing will run for the term of the contract without changes (unless the advertiser moves). The advertiser is encouraged to use a photo of a product or of the business location. Payment on advertising must be current for advertising to receive an Internet listing. Participants in "shared ads" are not eligible for individual business profiles.

PROOFS:

All advertisers will receive a proof of their advertisement. The advertiser must read the ad carefully for correct ad copy, address, phone number, prices, ID #s, etc. Changes or corrections must be phoned in immediately upon receipt of proof, or no later than 3 days prior to publication. Advertiser may call, e-mail or fax ad approval. "Approval" means advertiser has looked at the ad in its entirety and

is assuming full responsibility for any errors they have overlooked. **Rocky Mountain Rider Magazine's** liability, if any, shall not exceed the space occupied by the error. If an advertisement is received after the deadline, RMR will not guarantee a proof will be available, nor will RMR guarantee the ad against mistakes.

LIABILITY:

Publisher reserves right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher.

Please acknowledge that RMR does not endorse, and is not responsible for, the contents of any ad in this publication. All advertising copy is subject to publisher's approval. RMR shall not be liable for any error in published advertising unless an advertising proof is received in a timely manner and is clearly marked for corrections. If the error is not corrected by RMR, RMR's liability, if any, shall not exceed the space occupied by the error. Report all errors immediately, as publisher's liability is limited to the first insertion. Subsequent publication of the same unreported error is advertiser's sole responsibility. All claims for adjustment must be made within 30 days. In no case shall RMR be liable for any general, special or consequential damages.

DEADLINES

Deadline is approximately the 5th of the month preceding the issue. This date may be subject to change. Please call us to confirm. Sometimes we have room for late ads.

Rocky Mountain Rider Magazine
is proud to be a member of

*American Horse Publications
Larimer County (CO) Horse Assn.*