

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 a late payment charge of 2% 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

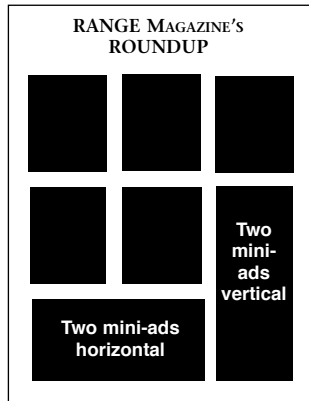
Commissions of 15% on space only to recognized agencies providing final film and ONLY IF PAID within 30 days of invoice. No commissions on mini-ads.

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.



The heart and soul of the West

ADVERTISING DEADLINES

| ISSUE | CLOSING DATE | FINAL FILM DUE | ON SALE |
|--------|--------------|----------------|----------|
| Spring | December 22 | December 30 | February |
| Summer | March 22 | March 30 | May |
| Fall | June 22 | June 30 | August |
| Winter | September 22 | September 30 | November |

Advertising Rates

RANGE

106 East Adams, Ste. 201
 Carson City, NV 89706
 775-884-2200 ■ FAX 775-884-2213
 cj@rangemagazine.com

C.J. Hadley, Publisher

RANGE has more than 170,000 readers in all 50 states, mostly 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.

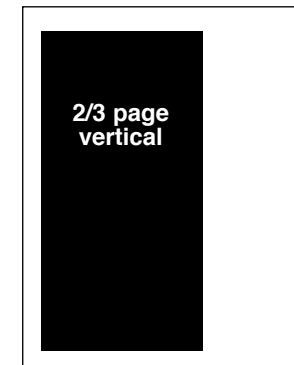
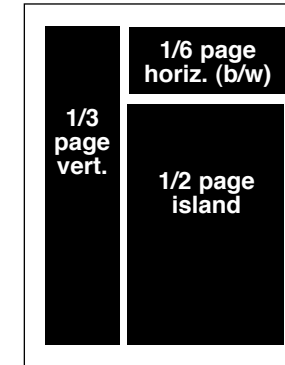
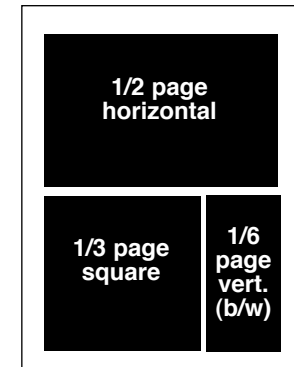
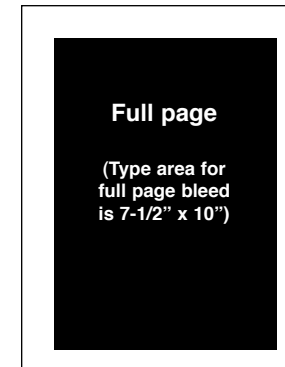
Freestanding inserts are available. Call for specs and rates.

PRODUCTION CHARGES

If RANGE produces final ad, 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) and \$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. Do not send film, prints, veloxes or stats. Your ad must be supplied as a press-ready, preflighted PDF (Acrobat) file. Photos need to be B&W (grayscale) 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. Small text on color ads must be black only or 1-color. Please send your high-res, press-ready PDF file with color proof on CD or DVD, Mac format preferred, or drop onto an FTP site. Please email ads@rangemagazine.com for details or call 775-884-2200.



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".