

# RANGE

THE COWBOY SPIRIT ON AMERICA'S OUTBACK

## Advertising Rates

RANGE has approximately 170,000 readers in all 50 states, heavy 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	\$1,475	\$1,394	\$1,312
1/3	\$1,200	\$1,080	\$1,020	\$960
1/6	\$750	\$675	\$638	\$600

#### SPECIAL POSITIONS

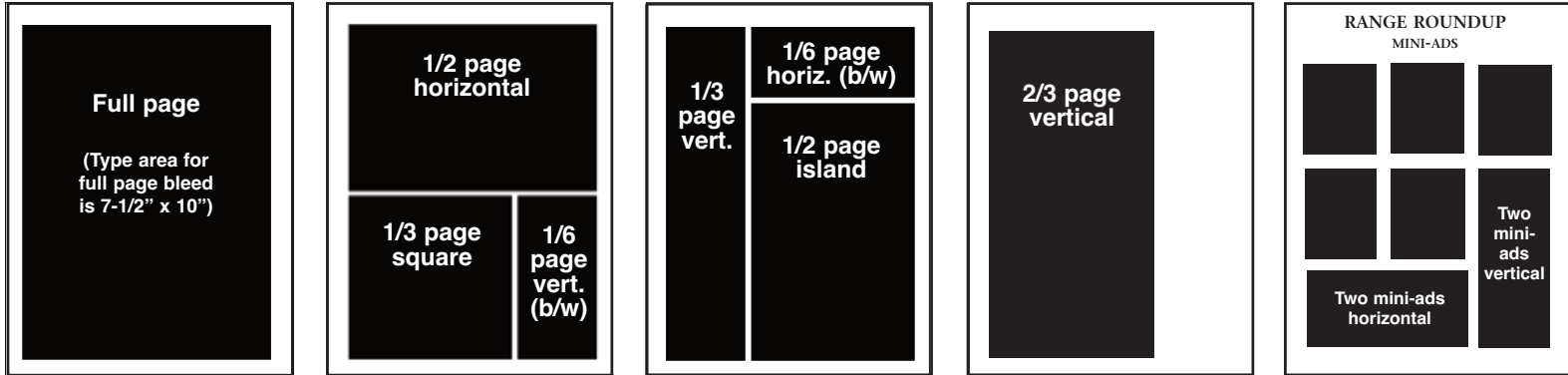
Back Cover IV	\$4,295	\$3,866	\$3,671	\$3,436
Inside Front Cover II	\$3,975	\$3,578	\$3,379	\$3,180
Inside Back Cover III	\$3,875	\$3,488	\$3,294	\$3,100

#### PRODUCTION CHARGES

We prefer your camera ready art but are happy to design an ad for you if needed, at a flat \$50 fee for regular design services.

#### SPECIFICATIONS

RANGE is produced directly from our electronic files via the Computer-To-Plate (CTP) process and accepts press-ready PDF files only. Film, prints, veloxes, stats, cannot be used. Your ad must be supplied as a press-ready, preflighted PDF (Acrobat) file. Photos need to be b&w 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. Please send your high-res, press-ready PDF file with color proof on CD or DVD, Mac format preferred, or drop on to the FTP site. Please e-mail [promo@rangemagazine.com](mailto:promo@rangemagazine.com) for details or call 775-884-2200.



## AD SIZES

2-page spread  
 Full page bleed\*  
 Full page  
 2/3 Vertical  
 1/2 Horizontal  
 1/2 Island  
 1/3 Square  
 1/3 Vertical  
 1/6 Horizontal  
 1/6 Vertical

## WIDTH

17"  
 8-5/8"  
 7-1/4"  
 4-3/4"  
 7-1/4"  
 4-3/4"  
 4-3/4"  
 2-1/4"  
 4-3/4"  
 2-1/4"

## LENGTH

11-1/8"  
 11-1/8"  
 9-5/8"  
 9-5/8"  
 4-3/4"  
 7-1/2"  
 4-3/4"  
 9-5/8"  
 2"  
 4-3/4"

## 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.*

\* 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".

## 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 late payment charge of 1.5% 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.

## ADVERTISING DEADLINES

ISSUE	CLOSING DATE	FINAL ART DUE	ON SALE
Spring	December 15	December 31	February
Summer	March 15	March 31	May
Fall	June 15	June 31	August
Winter	September 15	September 31	November

## RANGE

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