

# WINTER 20/21 RATES & DATES

Celebrating 42 years!

crested butte  
magazine

Crested Butte  
*In-Room Guide*

## SPACE RESERVATION BY OCT. 1, 2020

AD SIZES	WIDTH	HEIGHT	PRICE
1/6 Horizontal*	4.875	2.375	\$496
1/6 Vertical*	2.375	4.875	\$496
1/3 Square	4.875	4.875	\$699
1/3 Vertical	2.375	9.875	\$699
1/2 Horizontal	7.375	4.875	\$1,050
1/2 Vertical	4.875	7.375	\$1,050
2/3 Vertical	4.875	9.875	\$1,295
Full Page (+.125 bleed)	8.375	10.875	\$1,899
Inside Covers			\$2,570
Back Cover			\$4,100

\* ALL 1/6 PAGE ADS WILL BE GROUPED TOGETHER

\* PLEASE ADD 10% FOR PLACEMENT REQUESTS

## CB MAGAZINE IMPORTANT DATES:

**SPACE RESERVATION:** October 1, 2020

**COPY DEADLINE:** October 4, 2020

**PRESS READY ADS:** October 12, 2020

**DISCOUNTED RATE:** Receive a 5% discount by paying in full by October 16, 2020

## SPACE RESERVATION BY OCT. 28, 2020

### GUIDES DISPLAYED FOR 1 YEAR

The *In-Room Guide* is a tabbed visitor's directory with seasonal information for guests. It is placed in over 1,700 hotel rooms and condos in the upper Gunnison valley including all CBMR Properties.

AD SIZES	WIDTH	HEIGHT	PRICE
1/6 Horizontal	4.875	2.375	\$498
1/6 Vertical	2.375	4.875	\$498
1/3 Square	4.875	4.875	\$690
1/3 Vertical	2.375	9.875	\$690
1/2 Horizontal	7.375	4.875	\$890
1/2 Vertical	4.875	7.375	\$890
2/3 Vertical	4.875	9.875	\$1,100
Full Page (+.125 bleed)	8.375	10.875	\$1,599

## IN-ROOM GUIDE IMPORTANT DATES:

**SPACE RESERVATION:** October 28, 2020

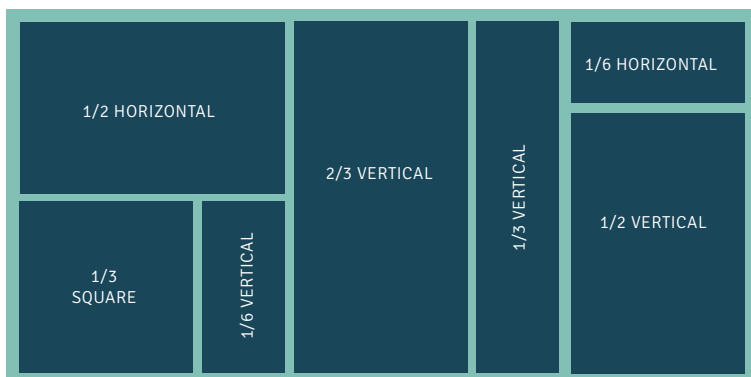
**COPY DEADLINE:** October 28, 2020

**PRESS READY ADS:** November 4, 2020

**20% OFF IRG AD:** Receive a 20% discount by advertising in **BOTH** the *Crested Butte Magazine* and the *In-Room Guide*.

RECEIVE A 5% DISCOUNT BY PAYING IN FULL BY OCTOBER 16, 2020

## AD SPECS



ACCEPTABLE DIGITAL FORMATS INCLUDE: PDF, JPEG, TIFF or EPS. Resolution must be 300 dpi or greater (400 dpi preferred).

High-res digital photos may be sent via email or file transfer service (Dropbox, WeTransfer.com). Photos sent must have corresponding identification to your ad layout, and contact information.

First, reserve your ad space:

**MJ@CRESTEDBUTTEMAGAZINE.COM**

Then, email photos, artwork or ad copy to:

**ADS@CRESTEDBUTTEMAGAZINE.COM**

**AD PROOFS:** Proofs will be provided via email in PDF format. It is the responsibility of the advertiser to approve or make revisions within 5 days of being notified. Crested Butte Magazine will not be held responsible for errors in ads that are not proofed within this timeframe. Crested Butte Magazine will provide up to two proofs per advertiser.

**Excessive proofing, revisions or extensive design will incur an additional design charge of \$100 per hour.**

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