



## Rate Card

**Full Color:** Vail Style magazine is a premium full color publication. All ads are color.

**MarketPlace:** a very economical option to get your ad in front of 60,000 readers.

**Web Only Coupons:** a great way to engage digitally. Cost is same as MarketPlace ad.

**Surveys:** periodically keeps readers involved.

**Advertorial Page:** a full page article submitted by advertisers with lots of room to tell your story and persuade readers about your business or other current industry topic. Sets you up as the expert.

**Digital Version:** emailed to subscribers and available on the website; includes a clickable link to your website.

**Agency Commission:** 15% to recognized agencies that provide insertion order, digital ad files and financial responsibility for clients. Special position premium is non commissionable.

**Terms:** New client's first ad payment due with contract; Established accounts are billed monthly, NET 10.

AD SIZE	DIMENSIONS	OPEN RATE	4x RATE	6x RATE	12x RATE
1/8 page	3.38 x 2.25	\$395	\$295	\$277	\$257
1/6 page	V-2.16 x 4.625; H-4.625 x 2.16	\$465	\$365	\$343	\$318
1/4 page Horz	4.625 x 3.35	\$750	\$585	\$550	\$509
1/3 page	V-2.35 x 9.5; H-6.9 X 3.35	\$865	\$765	\$719	\$667
1/3 page Square	4.625 x 4.625	\$865	\$765	\$719	\$667
1/2 page	V-3.35 x 9.45; H-6.9 X 4.625	\$1095	\$945	\$888	\$822
2/3 page	V-4.4 x 9.5; H-6.9 X 6.5	\$1295	\$1125	\$1058	\$979
Full page*	8 x 10.5	\$1795	\$1545	\$1452	\$1344
Inside Back/Front *	8 x 10.5	\$1995	\$1755	\$1650	\$1527
Back Cover*	8 x 10.5	\$2195	\$1995	\$1863	\$1710
Center Spread*	16 x 10.5	\$2695	\$2475	\$2315	\$2127
Advertorial Full page**	650 words + photos, bio & logo	N/A	\$795	\$775	\$725

\* plus 1/8" bleed trim.

\*\*must have 1/4 pg or larger ad (FREE with 6x+ Full page contract). Creative included.

All dimensions for ad sizes are in inches. Rates are based on consecutive issue placements. Clients may vary or change ads during contract. Digital version with clickable link adds \$50 to any ad size.