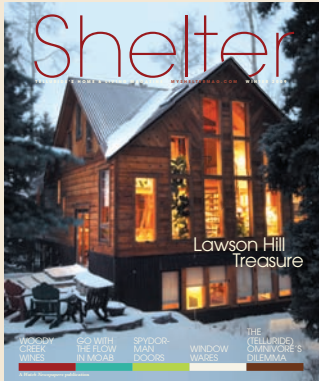


Shelter

TELLURIDE'S HOME & DESIGN MAGAZINE SUMMER 2009



ad rates

ALL DISPLAY ADS INCLUDE:
4c, graphic design, &
interactive web exposure

PREMIUM PLACEMENT

BACK COVER	\$4000
INSIDE FRONT COVER	\$3000
INSIDE BACK COVER	\$3000
FULL PAGE (BEFORE TOC)	\$2000

STANDARD

FULL PAGE	\$1750
HALF PAGE	\$1150
QUARTER PAGE	\$825

ad deadline

March 31, 2009

FOR ADVERTISING OPPORTUNITIES
CALL THE WATCH NEWSPAPERS

PATRICK IN TELLURIDE

C: 224.388.4883

O: 970.728.4496, EXT. 31

PATRICK@WATCHNEWSPAPERS.COM

PEGGY IN OURAY COUNTY AND SURROUNDING AREA

C: 970.596.9511

O: 970.626.6839, EXT. 11

PEGGY@WATCHNEWSPAPERS.COM

PREFERRED APPLICATIONS

Macintosh formatted
InDesign CS3
PhotoShop CS3
Illustrator CS3
QuarkXPress 6.5

ACCEPTABLE MEDIA

Macintosh formatted
PDF, eps, tiff

ACCEPTABLE FILE FORMATS

Macintosh formatted
CD or DVD
Jump/Thumb Drive

○ 27,000 COPIES

Distributed regionally at Telluride & Montrose Airports, Visitors Centers in Durango, Silverton, Ouray, Ridgway and Telluride, all Watch newstands, fifty locations in Denver, twenty locations in Boulder, hotels, restaurants, and on the internet at www.mysheltermag.com.

○ PLEASE

- Set all images to 300 dpi.
- Provide us with a hardcopy (printout) of your artwork with your document. This is a quality control measure to ensure that your art looks as you intended.
- Provide color proofs for four color ads. This is a quality control measure to ensure that your art looks as you intended.
- Provide images from PhotoShop, in grayscale or CMYK color image modes.
- Include all the support files with your InDesign (preferred) or Quark layout, fonts (printer and screen) and all images.

○ PLEASE, DO NOT

- Use crop marks when exporting full bleed ads.
- Send images imbedded within a word document.
- Enlarge files to more than 120% of their original size, as they will lose quality.
- Send photo copies of art work or documents for printing.
- Build an ad with reverse type smaller than 9 points.

○ HOW TO TRANSFER FILES

- Files smaller than 10 MB: advertising@watchnewspapers.com
- Files larger than 10 MB: <ftp://telluridewatch.net>

FULL PAGE
(WITH 1/8" BLEED)
9.25" X 11.125"

TRIM SIZE
9" X 10.875"

FULL PAGE
(NO BLEED)
8.25" X 10.125"

QUARTER
PAGE:
4.0278" X 4.9583"

HALF PAGE HORIZONTAL
8.25" X 4.9792"