

2011 RATE CARD

Important Deadlines:

Ad Sales Close, Contract & Deposit Due	Fri July 1
Ad Materials and Listings Due	Fri July 9
Web Banners Due	Mon Aug 29
Publication Date	Mon Aug 30
Balance Payment Due	Fri Sept 30
2011 Website Launch	Sat Oct 1

		Ski NM Passes ¹	Magazine	Magazine	Website, Email, Social Media & Banners							
			Magazine	Ad Design ²	Members Listing	Lodging Guide - Revised!	Emails Campaigns - NEW!	Facebook & Twitter Promo ⁵	News Ticker Ad ⁶	Web Banner Ad ⁷	Wallpaper Ad ⁸ - NEW!	Advertorial Feature ⁸ - NEW!
Membership ¹	\$295	✓			✓	✓						
Fractional Page Ad ^{2, 3, 4, 5}												
1/3 page (Vert or Square)	\$2,325		✓	\$275		✓	✓	✓		1x		
1/2 page (Vert or Horiz) ¹	\$3,145	✓	✓	\$350	✓	✓	✓	✓		2x		
2/3 page (Vert only) ¹	\$3,965	✓	✓	\$425	✓	✓	✓	✓		3x		
Full Page Ad ^{1, 2, 3, 4, 5, 7}	\$4,720	✓	✓	\$500	✓	✓	✓	✓		4x		
Inside Front Spread	\$10,000								Same as Full Page Ad			
Upfront (pp 4-12)	\$4,995											
Inside Back Cover	\$4,795											
Back Cover	\$5,235											
"Ski Town" Advertorial Page ⁸ - NEW!	\$3,600	✓	✓	incl.	✓	✓	✓	✓			✓	✓
"Ski Town" Horiz Sponsor Ad - NEW!	\$1,250		✓	\$200		✓	✓	✓	✓			List
Restaurant/Rentals Listing - NEW!	\$250		✓	incl.		✓			✓			List
Lodging Co-op Ad ^{3, 4, 5, 6} (1/9 or 1/10 page)	\$720		✓	incl.		✓	✓	✓	✓			List

¹ **Membership and Ski Passes:** Ski New Mexico Pass (punch card) includes 2 lift tickets to all member ski areas for the 2011-2012 ski season. There are no black-out dates and passes are transferrable. All half-page or larger advertisers will receive a complementary membership and a Ski New Mexico Pass valued at \$295. Membership period is from Sept 1, 2011 to August 31, 2012.

² **Ad Design:** Graphic design services are available to complete your ad placement. You are not required to contract for ad design services. Your ad materials must conform to the specifications and deadlines provided herein and on our website.

³ **Lodging Guide & Great Deals:** Directory and Great Deals web pages will be combined under "Lodging Guide" and organized by ski area.

⁴ **Email Campaigns:** During the 2010 ski season, several new email campaigns were tested and refined. In addition to our Daily Snow Reports and Storm Alerts, two new email campaigns will be added in 2011-2012. They include the "Lodging & Rentals Guide" which will be sent out 2 and 1 week(s) prior to all major holidays and "Deals and Events" which will go out the first of each month.

⁵ **Social Media:** We share relevant content and information with our followers from your websites, social feeds and Great Deals ads with our Facebook and Twitter followers throughout the season.

⁶ **News Ticker Ads:** All Lodging Co-op and Advertorial sponsors receive text-only news ticker ads on corresponding ski area pages.

⁷ **Web Banner Ads:** All web banner ads are sized at 160x600 pixels (tall). Banners appear in a sliding-scale rotation on the website from 1x to 4x. A 4x rotation would appear four times more often than a 1x rotation. All banner ads appear in general areas of the website, but are also confined by ski area on area-specific pages. For example: Only Sante Fe advertisers would appear on Ski Santa Fe's webcam, directory and information pages. Advertisers may provide more than one web banner ad, but banners will appear sequentially by week or month, not simultaneously.

⁸ **Advertorial Pages** are reserved for CVBs, Chambers of Commerce, Tourism and Economic Development partners. Pages in Slopes include editorial, copywriting and photo research services. Content is then duplicated on the website and married to the Lodging Guides. Wallpaper ads are giant background images that float behind corresponding ski area web pages.

2011-2012 SLOPES! Magazine

LETTER OF INTENT TO ADVERTISE

ADVERTISER	DATE
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CONTACT #1	TEL	EMAIL
	FAX	

CONTACT #2	TEL	EMAIL
	FAX	

WEBSITE:	FACEBOOK PAGE:	TWITTER:
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BILLING ADDRESS	CITY, STATE, ZIP
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AD AGENCY & ADDRESS	CITY, STATE, ZIP
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AD REPRESENTATIVE	TEL	EMAIL
	FAX	

PLEASE CONSULT RATE CARD ON REVERSE SIDE

FULL PAGE ADS:	FRACTIONAL ADS	H	V	ADVERTORIAL
<input type="checkbox"/> FULL PAGE	<input type="checkbox"/> TWO-THIRDS		<input type="checkbox"/>	<input type="checkbox"/> ADVERTORIAL PARTNER PAGE
<input type="checkbox"/> UPFRONT (PP 4-12)	<input type="checkbox"/> ONE-HALF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> SPONSOR AD (~1/6 PAGE)
<input type="checkbox"/> INSIDE BACK COVER	<input type="checkbox"/> ONE-THIRD	<input type="checkbox"/> SQ	<input type="checkbox"/>	<input type="checkbox"/> CO-OP AD (PHOTO + LISTING)
<input type="checkbox"/> BACK COVER				<input type="checkbox"/> RESTAURANT/RENTALS LISTING

Pick-up artwork from last issue... YES NO I need to contract for ad design services... YES NO

SPECIAL INSTRUCTIONS:

PLEASE NOTE: 50% DUE WITH CONTRACT TO RESERVE SPACE

Your signature below does not constitute a contract. Based on this letter of intent, an agreement will be prepared for your signature and an invoice for payment will be generated, including all costs, fees and applicable taxes. You may return this letter by fax, email or US mail.

SIGNATURES

ADVERTISER	DATE	AGENCY (IF APPLICABLE)	DATE
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