

A PORTRAIT OF *CODY & BEYOND*

Cody & Beyond is a publication created by Cody people, for Cody people, and about Cody people. It is a high-quality, glossy print magazine focused on summer tourism in and around the Bighorn Basin. The annual magazine hits the streets in early May each year to mark the beginning of the tourism season, and is distributed free of charge throughout the Basin and surrounding states. *Cody & Beyond* provides excellent exposure for regional photographers, writers and advertisers.

The pages of *Cody & Beyond* celebrate the history and culture of the Bighorn Basin with thoughtful, honest and well-balanced editorial on local issues complemented by stunning regional photography. Each edition provides a glimpse into the complex character of Cody and the characters who call Cody home. This magazine is sure to grace the coffee tables of both residents and visitors to the Cody area.

TOP 5 REASONS TO ADVERTISE

Editorial Interests: The editorial content of *Cody & Beyond* appeals to a wide array of readers, spanning all walks of life and including both residents and visitors to the Basin, making this the perfect publication to showcase and promote your business both locally and worldwide.

Quality Production and Editorial: *Cody & Beyond* is the only full-color, glossy print publication specifically for and about the Cody area. Our dedication towards providing entertaining and informative, yet unbiased, stories creates advertising opportunities previously unavailable in the Bighorn Basin.

Quality Advertisements on Full-Sized Glossy Print: Our award-winning design team strives to make each advertisement a success for our clients. In addition to providing a striking presentation, our designers are dedicated to investing as much time as needed to insure that unique and perfect look for each advertisement. Equally important to the design of your ad is the editorial content, and our editorial and design staff are eager to assist with copy writing to craft an advertisement that best markets your business.

Web Presence: Each ad purchased in *Cody & Beyond* receives a FREE ad on our website, www.codyandbeyond.com for the course of one year, providing advertisers the perfect opportunity to expand their local exposure globally at no extra advertising expense. The size of online ads corresponds with the size of ads purchased in the magazine. Advertisers may make modifications to their online ad once throughout the year free of charge. The *Cody & Beyond* website is representative of our print publication with a clean and simple look, providing easy access and an excellent tool for visitors from around the world to learn more about your business in the Cody area. This added asset will take your business marketing to the next level.

Long Shelf Life and Great Exposure: *Cody & Beyond's* annual publishing time schedule insures that it is a highly anticipated publication as well as a long-lasting one. Our focus on high-quality writing, photography and design guarantees it graces the coffee tables of readers for months beyond its drop date. Based on feedback from our readers we have determined that our readers savor the pages of *Cody & Beyond* time and again and share them with family and friends, delivering excellent exposure for your business the whole year through.

TARGET READERSHIP

Cody & Beyond is enjoyed by readers of all walks of life with residents and visitors to the Cody area our target audience. The magazine, with its classy designs, first-rate editorial and strategic distribution, will connect advertisers to a high-end, affluent and educated customer base. The publishers have created a quality publication that is greatly enjoyed and shared among friends and family, increasing readership considerably.

PRINT DISTRIBUTION

Cody & Beyond works diligently to ensure the greatest distribution possible in Cody and surrounding areas. *Cody & Beyond* is utilizing Certified Folder Display Services to distribute to locations around Wyoming, the Black Hills area, western and southern Montana, and all four entrances to Yellowstone. This enables us to reach every major travel hub entering the Big Horn Basin. We are continuing to place our publication in local hotels, lodges and property management companies, including exclusive in-room placement at many high-end properties. *Cody & Beyond* continues to explore many local areas of strategic distribution and place copies in professional offices, spas, salons, fitness centers, real estate agencies and the like, to guarantee superb coverage.

With a distribution of 100,000, *Cody & Beyond* is reaching a high number of readers and with the great quality of photos and stories we are confident that there is a long shelf life for each issue. With an estimated 2 to 4 readers per magazine we expect a readership of 250,000 to 400,000.

Cody & Beyond publishes in early May with distribution by Mother's Day in advance of the tourist season. We have a growing list of mailed subscriptions ranging into Canada, Europe and Australia and New Zealand. Copies of the magazine are replaced routinely throughout the following year to boost off-season business in the region.

WEB PRESENCE

One of *Cody & Beyond's* greatest distribution tools is our dynamic website, www.codyandbeyond.com. Each advertiser in the print publication receives a complimentary advertisement on our website for one year. All online ads are professionally designed to resemble the print advertisements. Our website also features key articles from the latest edition of *Cody & Beyond* with departments highlighting local lodging, restaurants, entertainment, merchandise and more. Online ads may be modified once free of charge each year with any additional changes made for a nominal designer fee. The *Cody & Beyond* website is clean and concise for ease of navigation and utilization.

DEPARTMENTS 

Snapshots: Featuring work of local photographers.

The Arts: What's happening in local art programs, galleries, theatres and music venues. Plus, the extraordinary artists and work being created in Cody and the area beyond.

Local Portraits: *Cody & Beyond* recognizes a local person who has influenced this community.

A Rich History: We take a look back at the past of this community, featuring those who came before us and shaped this area into what it is now.

About the Basin: We explore the area in and around Cody. We'll tell what's new and happening in Cody, great hikes to take, rivers to float, shops to explore and much more.

Scenic Drives: There is so much to see in the Cody area and we will show you how. Great places to explore within a short drive of Cody.

Local Architecture: An in-depth look inside the craftsmanship of local architecture. What's new on the scene and where you can find it.

Dining & Restaurant Guide: A listing and preview of local eateries complete with a dining guide and chart as well as a feature article of a great dining experience.

Lodging Guide: A listing of local lodging facilities complete with a location map and listings.

Entertainment: A feature article showcasing some of the great entertainment available in the Cody area.

Business Listings: Local businesses will be listed with contact info and a short description of what they have to offer. Complimentary with every ad.

Calendar of Events: We'll tell you what's happening this summer around Cody and Beyond.

ADVERTISING RATES

Full Page	\$2,000.00
2/3 Vertical.....	\$1,500.00
1/2 Vertical.....	\$1,300.00
1/2 Horizontal	\$1,100.00
1/3 Vertical / Horizontal	\$750.00
1/6 Vertical / Horizontal	\$500.00
Advertising Listing	\$300.00

PREMIUM PAGES

Back Cover.....	\$3,000.00
Inside Front Cover	\$2,700.00
Inside Back Cover	\$2,500.00

AD PLACEMENT & DISCOUNTS

Guaranteed Position*	Add 10%
Double Truck.....	Add 10%
Full Page Bleed.....	No Charge
Pre Payment Discount.....	10% Discount
Non-Profit Discount	25% Discount

*Guaranteed Position ads have first priority. Other ads are placed on a “Best Position Available” basis by contract date, insertion order and payment of deposit.

PRODUCTION CHARGES

Minimum Ad change	\$25
Design, changing, and typesetting of camera ready ads.....	\$50/hour
Image scan	\$65 per image
Proportional Re size Fee	\$75

ADVERTISING DEADLINES

Summer 2012:

Publishes: May 1 Close: February 15 Materials Due: February 1 Camera Ready Due: February 15

ADVERTISING SPECIFICATIONS

Software: We accept IBM and MAC files from the following programs: QuarkXpress[®] version 5, InDesign[®] and Photoshop[®]. Illustrator[®] files are acceptable as long as it is saved as an EPS with the fonts outlined.

Fonts: All fonts must be provided for the files (i.e.: Postscript and True Type).

Color: All colors in the files must be process/CMYK.

Images: Digital photographs/continuous tone images should be 300 dpi and line art/illustrations should be 1200 dpi. No images from the web are acceptable as they are too low resolution. All images must be in a composite format (preferably a TIF or an EPS). Please do not apply LZW or JPEG compression to your images or send pre-separated files. You must embed all images in your file. You must send all RAW, EPS and TIFF files used in your document.

Proofs: You must include a finalized, high resolution proof at 100% of size for all submitted ads.

PDF files: Only high resolution PDF files produced with full version of Adobe Acrobat[®] - not Acrobat Writer[®] are accepted. Must be CMYK.

Compressed files: If you are emailing your advertisement, you must compress your files. All emailed files must be compressed smaller than 5MB and sent to publisher@codyandbeyond.com. If files are too large to email, contact your sales rep for FTP information.

ADVERTISING SUBMISSION

CD or ZIP: Files of any size may be sent to: Cody & Beyond, 349 North Fork Highway, Cody, WY 82414. A full size color proof and Digital File Checklist must accompany the CD or Zip disk.

FTP: Files of any size may be sent to our ftp site. Please contact our technical department at 307.527.4300 for further instructions on using the FTP site.

Email: Files in PDF format or compressed smaller than 5MB can be emailed to publisher@codyandbeyond.com.

ADVERTISEMENT SIZING

<p>Full Page</p> <p>No Bleed: 7.375" x 9.875"</p> <p>With Bleed: 8.625" x 11.125"</p>	<p>2/3 Vertical 4.687" x 10"</p>	<p>1/3 Vertical 2.25" x 10"</p>	<p>1/2 Horizontal 7.125" x 4.875"</p>		<p>1/6 horizontal 4.687" x 2.312"</p>
			<p>1/3 Square 4.687" x 4.875"</p>	<p>1/6 Vertical 2.25" x 4.875"</p>	<p>1/2 Vertical 4.687" x 7.437"</p>