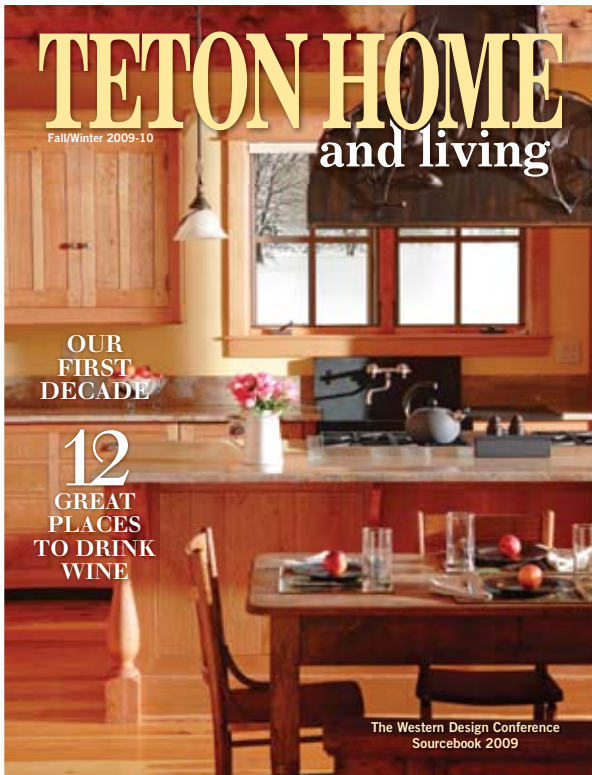


TETON HOME and living

Media Buyer's Guide
2010-2011

The lifestyle magazine of the Tetons. Celebrating the grand life, for those who live here and those who dream of it.

Two Issues: Fall/Winter & Spring/Summer



In addition to distributing *Teton Home and Living* via the traditional means of newsstand sales, subscriptions, and complimentary copies placed in regional hotel rooms, we work to get the magazine's editorial and advertising content in front of hundreds of new readers in several ways:

LifelnTheTetons.com. This vibrant site contains stories and photography not only from *Teton Home and Living*, but also from *Teton Valley Magazine*, *Jackson Hole Magazine*, and *Images West*, the annual guide to local galleries. You can also find us on facebook and twitter.

The fall/winter edition of *Teton Home and Living* contains the *SourceBook* (artwork and artist bios) of the **Western Design Conference (WDC)**, the nation's preeminent western-themed functional art exhibition + sale. For the fourth year, *Teton Home and Living* magazine is proud to host the WDC September 9-12, 2010 in Jackson Hole, Wyoming.

In April 2011, the spring/summer edition of *Teton Home and Living* will incorporate the Home & Building Resource Guide of the **Jackson Hole News&Guide Home & Building and Recreation Show**. *Teton Home and Living* will once again be the Official Sponsor of the show.

COVERS & PREMIUM PAGES

Back Cover	\$3,460
Inside Front Cover	\$3,000
Inside Back Cover	\$3,000
Page 1	\$2,776
Last Page	\$2,776
Opposite T.O.C.	\$2,776

REGULAR PAGE RATES

2-page spread	\$4,400
Full Page	\$2,312
2/3 page	\$1,808
1/2 page	\$1,384
1/3 page	\$976
1/6 page	\$736
Mercantile	\$315

AD PRODUCTION CHARGES

Two-page spread	\$375
Full page	\$250
2/3 page	\$200
1/2 page	\$175
1/3 page	\$150
1/6 page	\$100
Mercantile	no charge

5% discount for two-issue contract and 10% discount for prepay

AD SIZES

2 page spread
non-bleed: 15.75" x 9.875"
with 1/8" bleed: 17" x 11.125"
trim size: 16.75" x 10.875"

Full pg
non-bleed: 7.375" x 9.875"
with bleed: 8.625" x 11.125"
trim: 8.375" x 10.875"

2/3 pg
4.85" x 9.875"

1/2 pg vertical
4.85" x 7.312"

1/2 pg horizontal
7.375" x 4.812"

1/3 pg vert
1/3 page V 2.3" x 9.875"
1/3 page square 4.85" x 4.812"

1/3 pg square
4.85" x 4.812"

1/6 pg H 4.85" x 2.28"
1/6 pg V 2.3" x 4.812"
merc 2.3" x 1.375"

1/6 pg vert
merc
1/6 pg horizontal

AD PRODUCTION RATES include basic design. Additional design work \$75/hour. Any changes needed to a digital-ready ad provided by the advertiser will be billed at \$75/hour.

One high-resolution pdf of the ad will be made available to each customer at no charge, via email, after the publication dates of September 9, 2010 and April 1, 2011. Payment must be made in full before artwork is released. Other requests for ad copy work, such as resizing and other modifications, will be billed at \$75/hour.

An estimated 50,000 educated, affluent consumers read each issue of *Teton Home and Living*. Residents and visitors alike value the exceptional editorial content and stellar photography, all of which keeps them connected to the area they love.

CIRCULATION 15,000

DEPARTMENTS

- Tips & Trends
- Heart & Home
- Sustainable Living
- Artists & Artisans
- Renovations

DEADLINES

Issue	Space Reservation	Materials Due	Publication Date
Fall/Winter 2010-2011	July 16, 2010	July 23, 2010	September 9, 2010
Spring/Summer 2011	January 28, 2011	February 4, 2011	April 1, 2011

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