

crested butte news' 9th annual home & lifestyle magazine

# PEAK

MOUNTAIN HOME | MOUNTAIN LIFESTYLE



PHOTO: JAMES RAY SPAHN

2017 PRESS KIT

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## OUR MAGAZINE

The Peak Magazine explores Crested Butte's style, inside and out. The Peak, an award-winning publication of the Crested Butte News, highlights the area's best in architecture, interior design, craftsmanship, culinary and fine arts. The pages of this home and lifestyle magazine give readers a tour of some of the valley's most amazing homes. From carefully restored miner's cabins downtown to a brand new dream home on the river, we show you the finest details of these exquisite properties. The Peak also celebrates some of Crested Butte's most talented artists – in the kitchen or in the blacksmith shop. Get to know the area's celebrated chefs and artisans who help shape the aesthetics of this magical place.



CONTACT

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PHOTO: MELISSA FENLON

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PHOTO: ALEX FENLON

## 2017 ADVERTISEMENT SIZING & RATES

<p>full page (no bleed) 7.875 x 10.375</p> <p>inside covers \$1389 interior pages \$1242</p>	<p>full page (with .25 bleed around) 8.875 x 11.375</p> <p>(trim size 8.375 x 10.875)</p>	<p>half page horizontal 7.875 x 5.1</p> <p>\$745</p>										
<p>half page vertical 3.85 x 10.375</p> <p>\$745</p>	<p>quarter page 3.85 x 5.1</p> <p>\$426</p>	<table border="1"> <thead> <tr> <th>eighth page 3.85 x 2.3</th> <th>MARKETPLACE</th> </tr> </thead> <tbody> <tr> <td></td> <td>\$258</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </tbody> </table>	eighth page 3.85 x 2.3	MARKETPLACE		\$258						
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• Listing in the business directory is \$100, or FREE with an ad

### DISTRIBUTION:

- Mailed to Crested Butte News subscribers nationwide
- FREE on Newsstands throughout Crested Butte and the Gunnison Valley
- Distributed to a variety of local businesses all year
- The entire publication will be available online with live links to your business

## DEADLINE: MARCH 10, 2017

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## 2017 AD SPECIFICATIONS

\*WE OFFER AD DESIGN AT **NO ADDITIONAL COST**

[ for camera-ready ads & components supplied ]

### COLOR:

- ALL ads must be built using 4-color process CMYK
- ALL blacks must be TRUE BLACK (C=0, M=0, Y=0, K=100)  
*\* especially black text*

### IMAGES & FILE TYPES:

- ALL images must be 300 DPI (logos, photos etc...)
- .PSD, .JPG, .TIF, .PNG, .EPS, .AI files are accepted

### GOOD TO GO ADS:

- PDF's are the accepted file format for GOOD TO GO ADS  
*\*we are not able to make changes to PDF's*
- GOOD TO GO PDF's must have all FONTS embedded, be built using CMYK color and 300 DPI images
- Please **DO NOT** include registration marks on GOOD TO GO files

*\* We cannot guarantee EXACT color matching*

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