

# PEAK

MOUNTAIN HOME | MOUNTAIN LIFESTYLE

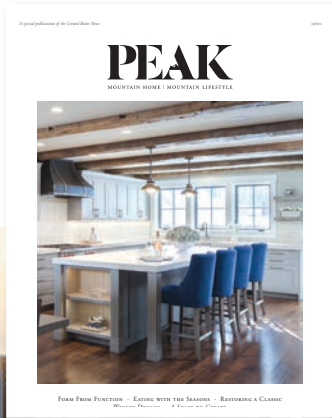


PHOTO: JAMES RAY SPAHN

2020 Press Kit

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## OUR MAGAZINE

**T**he 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

JOSH ELMER · 970.349.0500 X111 · SALES@CRESTEDBUTTENNEWS.COM  
PETE NICHOLS · 970.349.0500 X113 · ADREP@CRESTEDBUTTENNEWS.COM





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## 2020 Advertisement Sizing & Rates

<p>full page (no bleed) 7.875 x 10.375</p> <p>inside covers \$1474 interior pages \$1317</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</p> <p>\$790</p>								
<p>half page vertical 3.85 x 10.375</p> <p>\$790</p>	<p>quarter page 3.85 x 5</p> <p>\$452</p>	<table border="1"> <tr> <td data-bbox="1669 609 1791 695"> <p>eighth page 3.85 x 2.3</p> </td> <td data-bbox="1791 609 1917 695"> <p>MARKETPLACE \$274</p> </td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>	<p>eighth page 3.85 x 2.3</p>	<p>MARKETPLACE \$274</p>						
<p>eighth page 3.85 x 2.3</p>	<p>MARKETPLACE \$274</p>									

• 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: January 31, 2020***

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## 2020 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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introducing...

# THEPEAKCB.COM

By advertising on the Peak website, you are introducing your business to a world-wide community of readers who are inspired by the universal charm and beauty of Crested Butte architecture and interior design. Join us in showcasing the stories behind some of the most stunning homes in the valley.

728x90 Top Bar Ad \$80/mo

230x320 Side Bar Ad \$60/mo

230x130 Biz Directory Ad \$20/mo

**PEAK**  
MULTI-MEDIA | DESIGN | LIFESTYLE  
crestedbutte.co

2018 Directory

**ALTERNATIVE ENERGY**  
Dragon Sheet Metal  
970.349.6235  
301. Bellevue Avenue, Crested Butte  
dragonsheetmetal@gmail.com  
www.dragonsheetmetal.com

**LAND & HOME SALES**  
Berkshire Hathaway Home Services  
Today Realty and Associates  
970-641-0077  
137 W. Tomichi Ave., Suite A, Gunnison  
BHRSTodayRealty.com

**Bluebird Real Estate**  
970.349.6691  
211 Elk Avenue, Crested Butte

**Nonatak Alternative Energy Solutions**  
Jay Ploner & Lena Wilensky  
970.642.5554

YOUR AD COULD LIVE HERE...  
Nina and Gregg!

Your ad here.

Or here!

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HOME DESIGN FOOD LIFESTYLE 2018 DIRECTORY MAGAZINE ABOUT

**PEAK**  
MULTI-MEDIA | DESIGN | LIFESTYLE  
crestedbutte.co

YOUR AD COULD LIVE HERE...  
Nina and Gregg!

DESIGN  
Bohemian Charm  
READ MORE

DESIGN  
Living off the Sun

FOOD  
Growing Community

LIFESTYLE  
From the Ground Up

A New Life for an Old Building

Sometimes to appreciate what something is, you first have to appreciate what it was and how it came to be. Looking down Elk Avenue toward Crested Butte Mountain, you see a cozy little Victorian mountain town, with its bright facades and beautiful surroundings. There's a thriving main street lined with entrepreneurs hoping to make a living in an unlikely place. In a way it's a modern iteration of an old story. But when you look a little deeper, you can see an enduring struggle against the elements, an outpost at the edge of civilization in 1880 that would have changed or returned to the earth years ago if not for the people who inhabit it.

KEEP READING

CB NEWS

SUMMER VISITOR'S GUIDE

DIRECTORY

DESIGN  
A New Life for an Old Building  
BOZAR's 2017 Project of the Year Resurrects a Fixture of Historic Crested Butte. By Seth Mensino |

DESIGN  
The Kapushion Project  
Renovating a House, Honoring a Home Story by Mark Reaman | Photos by James Rav Soahn This is a

Your ad here!