

2007 MEDIA INFORMATION



BIG SKY JOURNAL HOME

Western Living and Architectural Design

The way you want to live... Big Sky Journal Home showcases the finest design and architecture in the region. It is edited for homeowners, builders and design professionals who are continuously looking for ideas, inspiration and resources. Our annual issue provides lively coverage of luxurious homes, remodeling and decorating ideas, furnishings, gardens and landscaping that are unique to Montana and the West.

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MECHANICAL REQUIREMENTS

All ads must be supplied according to the specifications listed on this page.

- Ads can be submitted as eps, tif, pdf or original source documents. Source documents from InDesign CS, Photoshop, CS, Illustrator CS or Quark XPress 6.5. PDFs must be sent as Press Quality or PDF/X-1a:2001
- Ads submitted in Adobe Illustrator and Photoshop—please outline or rasterize the fonts and supply them as well.
- Ads submitted in InDesign or Quark XPress—use no menu styled fonts, please package your files to ensure all images, fonts, etc. are included.

ADS SUBMITTED IN ALL FORMATS MUST:

1. Be built to the correct size with crop marks offset by at least 18 points (.125 inches)
 2. Full bleed ads must include an extra .125 on all sides. If using black backgrounds use rich black C-40 M-40 Y-40 K-100.
 3. All colors must be CMYK, no spot color, no pantone colors, remove extra colors.
 4. All ads must have 300 DPI resolution to ensure print accuracy. Please be sure all photos placed within ads are high resolution (300 dpi). Low resolution web images cannot be "resized up" to high resolution.
- We do not accept: ads built in Pagemaker, Freehand, Microsoft Word or IBM-formatted files.
 - Digital files should be accompanied by a proof: If no proof is supplied, any errors are the responsibility of the advertiser. Proofs must be representative of file(s) supplied.
 - Submissions can be on CD-ROM or you may send them digitally via email. We will accept up to 6 MB files via email.
 - The accuracy of all ads supplied are the responsibility of the advertiser or ad agency.
 - Design and prepress services: Charged at publisher's cost. Charges are not subject to agency commission or cash discount.

Mail your ad to:

Big Sky Journal, 1050 E. Main Street, Suite 3,
Bozeman, MT 59715

E-Mail your ad to:

production@bigskyjournal.com. Please call Kathy at Big Sky Journal advertising at 406-586-2712 or 800-731-1227 if you have any further questions about submissions.

GENERAL INFORMATION

No allowance made for errors in key or reader response numbers. No cancellations allowed after closing date. All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. Publisher will not be bound by conditions appearing on order blanks or copy instructions which conflict with provisions of this rate card.

Advertiser agrees to indemnify, defend and hold harmless the publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph or any sketch, map, words, labels, trademarks or copyrighted matter, or libelous statements, in connection with advertising purchased according to the terms of this rate card.

COPY & CONTRACT CONDITIONS

Copy Acceptance: The publisher reserves the right to accept or reject all advertising copy which, at its discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy attacking other advertisers directly or indirectly.

ADVERTISING RESPONSIBILITY

The purchaser of advertising space assumes all responsibility for the entire content of any advertisement printed for him or her in Big Sky Journal Home and assumes responsibility for any claims or costs of litigating claims arising therefrom against themselves or the publisher.



COVER: GORDON GREGORY ABOVE: HEIDI LONG

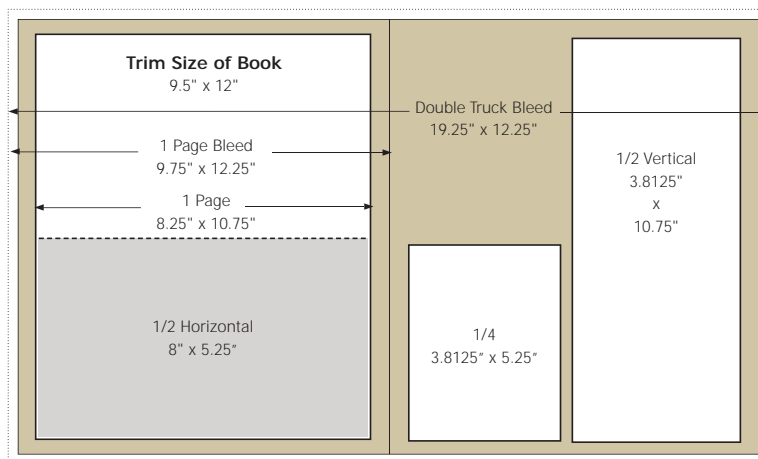
Publication Schedule 2007

AD RESERVATIONS CLOSING
August 15

DIGITAL ART DUE
August 22

ON SALE
September 10

Advertising Sizes



Trim size of book: 9.5" wide x 12" high.

Dimensions (in inches)	Width	Height	Cost
2 Page Spread/Double Truck Bleed	19.25	12.25	\$4900
Back Cover			3400
Inside Front Cover			3200
Inside Back Cover			2900
Pages 3, 5, 7, 9			2750
1 Page Bleed	9.75	12.25	2450
1 Page	8.25	10.75	2450
1/2 Horizontal	8	5.25	1675
1/2 Vertical	3.8125	10.75	1675
1/4 Vertical	3.8125	5.25	1000
Book Trim Size	9.5	12	
Live area for bleed ad	8.25	10.75	

Important: Keep all live matter (type, borders, etc.) at least .75" from all trim edges and gutters.

To advertise please call:

Big Sky Journal 406-586-2712 or email: adv@bigskyjournal.com