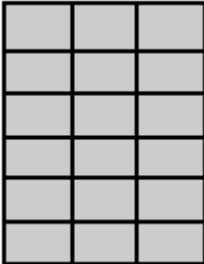
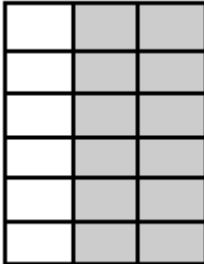
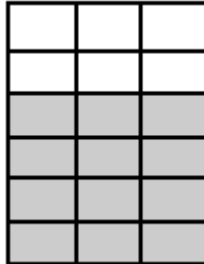
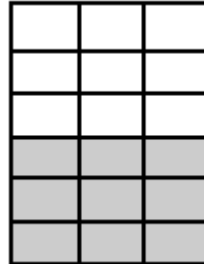
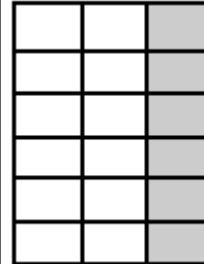
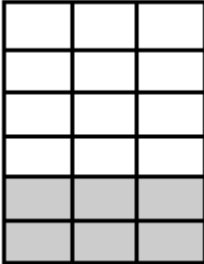
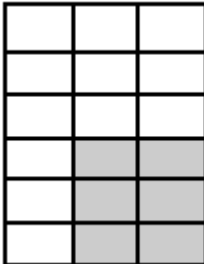
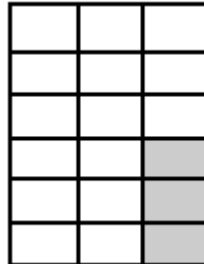
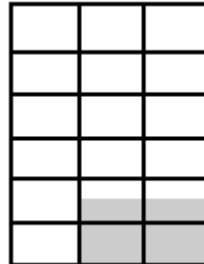
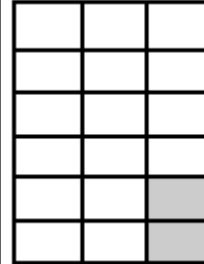


Loype Advertisement Sizes

<p>Full Page</p>  <p>7.4" w - 9.6" h</p>	<p>2/3 vertical</p>  <p>4.86" w - 9.6" h</p>	<p>2/3 horizontal</p>  <p>7.4" w - 6.4" h</p>	<p>Half page</p>  <p>7.4" w - 4.8" h</p>	<p>1/3 vertical</p>  <p>2.33" w - 9.6" h</p>
<p>1/3 horizontal</p>  <p>7.4" w - 3.2" h</p>	<p>1/3 block</p>  <p>4.86" w - 4.8" h</p>	<p>1/6 vertical</p>  <p>2.33" w - 4.8" h</p>	<p>1/6 horizontal</p>  <p>4.86" w - 2.4" h</p>	<p>1/9 page</p>  <p>2.33" w - 3.2" h</p>

Advertisers

We encourage you to utilize advertising space for this upcoming season and welcome the opportunity to discuss it with you.

The *Loype* is published 6 times a year, bi-monthly from September through August. It has a circulation of 600 - 650 and an estimated adult readership of 900 - 1000. The electronic version of the *Loype* is also posted on our website at www.north-stars.org. This gives advertisers even greater visibility. The **North Star Ski Touring Club** is not only the largest ski touring club in Minnesota, but also in the contiguous US and Canada. Although we are predominantly a ski club, when there isn't snow our members bike, kayak, camp, canoe, backpack, in-line skate, dance and participate in other aerobic activities. We have close to four hundred outings scheduled throughout the year.

If you commit to advertise with us for a full year (6 issues) with at least a 1/3 page ad, we will add a link to your website from ours.

Our rates are as follows:

	<u>Single Issue</u>	<u>6 Issues (price per issue)</u>
Full Page	\$188	\$160
2/3 page	\$155	\$130
Half page	\$125	\$110
1/3 page	\$85	\$75
1/6 page	\$50	\$45
1/9 page (Business Card)	\$35	\$33

Payment:

Please contact our Ads Manager for payment details - ads@north-stars.org.

Electronic Ads

- Deadline for reservation of ad in the *Loype* is the first of the month prior to the publication date.
- Electronic ads must be sent to ads@north-stars.org by the 1st of the month prior to the publication date
- Publication dates are January, March, May, July, September and November.
- Electronic ads will be accepted in the following formats: PDF, JPEG, TIFF or PSD.
- Electronic ads may be compressed with Winzip or Pkzip.