

Alternatives Magazine

For a Cleaner, Greener Sustainable Economy

2010 Media Kit



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The new environment of business

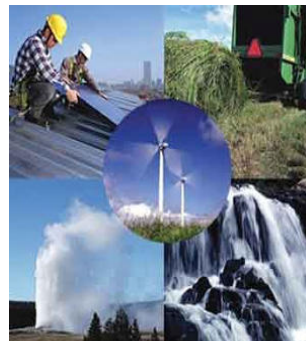


Demand for green products, renewable energy and services is growing in every direction and companies big and small are paying attention, developing new product lines, and bringing innovation to the table. Green businesses operate in ways that solve, rather than cause, both environmental and social problems. These businesses adopt principles, policies, and practices that improve the quality of life for their customers, their employees, communities, and the environment.

The internet, instant communications and the economy is also changing the way we do business. More and more businesses are relying on the internet to remain competitive and reduce costs. It's growing at a rate of about 2 million new users per month and has opened new advertising and marketing options that never existed before, allowing all businesses the opportunity to compete on a level playing field.

Alternatives Magazine promotes the benefits of renewable energy, alternative forms of transportation and zero-waste. Through our special events and the GeoSports Green Challenge we've combined the green movement with fitness sports to help bring awareness to the importance of maintaining a healthy environment, body and sustainable lifestyle.

We invite you to look over our advertising rates and see the environmental, economic and social benefits the business of "going green" has to offer.



Digital

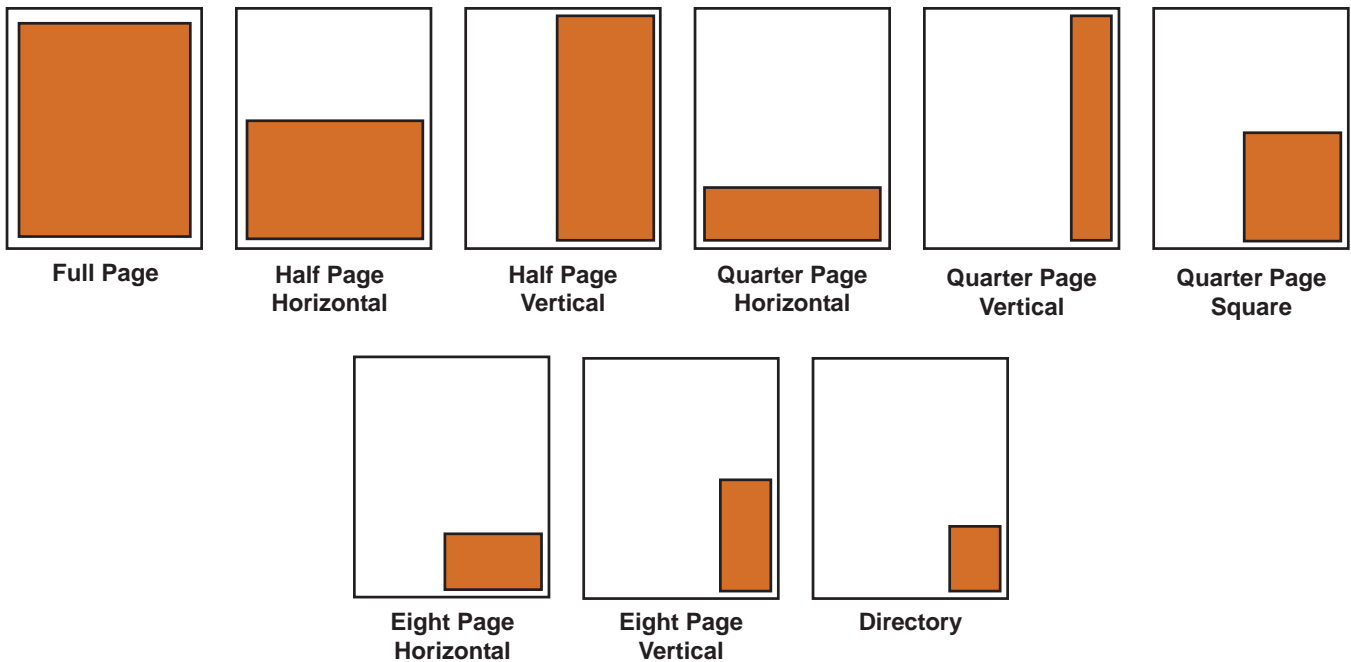
DISPLAY RATES (includes 4 color)

Full Page	\$395
1/2 Page	220
1/4 Page	145
1/8 Page	85
Directory	45

- **Rates:** Based per month
- **Discounts:** 10% for annual frequency
- **Bonus:** Free directory ad in website
- **Publishing frequency:** Monthly, 12 times per year
- **Closing:** Space reservations by the 25th of each month
- **E- distribution:** 4700, delivered via email last week of the month.

Size	Width	Height
Full Page	7 1/2"	10"
Full Page Bleed	8 1/2"	11"
3/4 Horizontal	7 1/2"	7 1/2"
3/4 Vertical	5 1/2"	10"
1/2 Horizontal	7 1/2"	4 7/8"
1/2 Vertical	3 5/8"	10"
1/4 Square	3 5/8"	4 7/8"
1/4 Vertical	1 3/4"	10"
1/8 Vertical	1 3/4"	4 7/8"
1/8 Horizontal	3 5/8"	2 1/2"
Directory	1 3/4"	2 1/2"

AD SIZES



Web Only

The banner ads (below) are typical website ads. They are primarily used for businesses with existing websites. They provide the most relative information about your business. The entire ad is linked allowing visitors to click anywhere for quick and easy access to your website.

Banner Ad Actual Size 600 x 60 Pixels

Appears in Alternatives home page, calendar and random locations throughout site

- \$255 three months
- \$480 six months
- \$895 year

