

Alternatives Magazine

Sustainable Energy - Transportation - Food
Lifestyle - Health, Fitness & Sports

2010 Advertising Rates & Media



P.O. Box 2292, Bigfork, MT 59911
406-570-3322
dennisk@nemont.net
www.alternatives-magazine.com

The new environment of business



The internet, instant communications and the economy is 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.

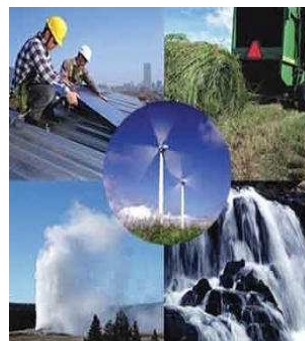
Alternatives Magazine promotes the benefits of renewable energy, alternative forms of transportation, living local, sustainable lifestyle and zero-waste. Through our special events; the BIYAKING Association and the GeoSports Green Challenge, we've combined the green movement with fitness sports to help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

We are doing our part to promote a zero-waste environment by publishing the magazine entirely online by using the paperless "flip page" format and distribute it by email to a growing subscriber base and other industry interests.

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

Over 190,000,000 trees are used annually just to print our daily newspapers in this country alone.

We produce only 25% of the world's energy but use 70%. Most of it used for transportation.



Digital Online Flip Page Format

Published monthly and distributed instantly via email. All rates are monthly and include 4 color, unless otherwise requested.

SIZE	1X	3X	6X	9X	12X
Full Page	\$395	\$355	\$320	\$285	\$260
1/2	210	190	170	155	140
1/4	120	115	95	85	75
1/8	60	55	50	45	40
Directory	---	---	---	---	35

'Green' Distribution is what makes online publishing the most cost effective and efficient form of advertising and marketing today. There is virtually zero-waste and delivery is instantaneous to anywhere in the world, 24/7. Primary sources of distribution.

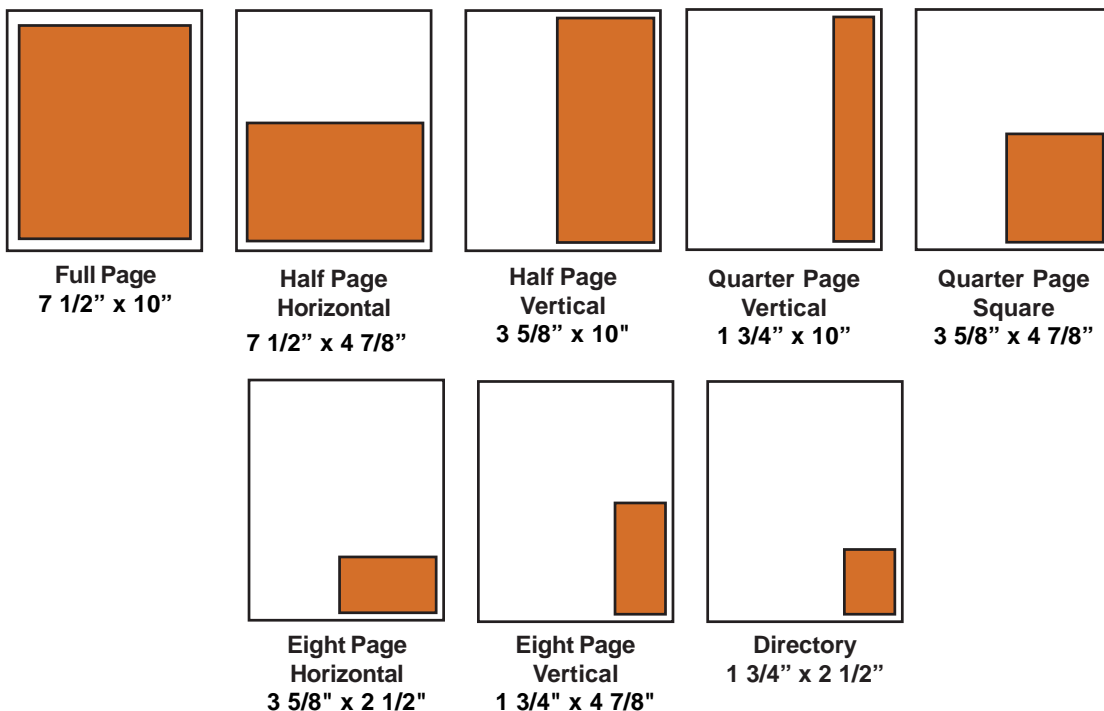
- **Subscriptions:** Since there is no paper, ink, postage or other wasted resources, subscriptions are FREE!
- **Subscribers:** 2500 - 3000 per month. Must fill out and sign a request form (available from many sources).
- **Forwardability:** Forwarding is 5-10 times greater than print publications.
- **Website:** 300-400 unique visits daily. Current and past issues can be downloaded from website home page.
- **Weekly eNewsletter/Event Reminder:** Sent to subscriber list. A link to current and past editions is provided.
- **Social Media:** Issues can be accessed and downloaded from our Facebook and Twitter pages.
- **Special Events:** Participants subscribe via entry forms. Specators can also subscribe onsite during events.

Other Online Publishing Benefits

- Your ad can be highlighted cut and pasted to another location or printed out.
- A link is provided from your ad directly to your website
- Past issues can be easily stored on a computer and recalled anytime -- along with your past ad programs.

AD SIZES ARE BASED ON STANDARD 8.5 x 11 MAGAZINE:

Custom sizes and bleed dimensions available on request



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

Business Directory Ads All include link to advertisers website

