

Alternatives Magazine

Sustainable Solutions for Economic Development

Energy - Transportation - Food - Water - Health & Fitness

2011 Advertising Rates & Media



“American consumers ranked DEAD LAST as consumers of renewable energy, transportation, food consumption, and everyday consumer goods, and number one in obesity and related diseases of the seventeen industrialized countries surveyed.”

SOURCE: National Geographic

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The new environment of business

These days it's virtually impossible to log on to the Internet, watch TV, read a newspaper, or listen to the radio without hearing, or reading about something related to "green". It's become today's buzz-word, and rightfully so.



Whether we buy into the theories surrounding global warming, record-breaking high costs of gas at the pumps, and utility rate increases, one thing's certain, "going green" offers solutions on many levels that can help hedge against these rising costs. And you don't necessarily need to consider yourself eco-minded to benefit from the many benefits "green" has to offer.



For example, in the construction industry, whether renovating an existing home, or planning a newly constructed home, "green" products, systems and construction materials offer incredible long-term savings to today's consumers. The trick is to evaluate the performance of these products to insure your choices meet your needs, and fit your budget.

It is possible to build a new home (or renovate an existing home) and be able to afford to live in that home with predictable and extremely low operating costs to heat, cool, and produce hot water.

The Way We Market Products and Services is Changing . . . too

The internet, instant communications, mobil marketing 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. 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.

Digital Format

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. (A special quarterly print edition is published. It's primarily distributed as a free "hand-out" at trade shows, festivals, fairs, farmers markets, special events and wherever like minded groups gather. Rates include print edition).

Published bi-monthly. All rates are per edition and include 4 color, unless otherwise requested.

SIZE	1X	6X	12X
Full Page	\$595	\$565	\$540
1/2	320	305	285
1/4	185	175	165
1/8	115	110	105
Directory	---	---	45

BONUS: Advertisers purchasing a quarter page ad or larger and maintain the 12X or annual frequency rate (**bold italics**), will receive a FREE Business Directory size ad in the website, w/link to your website.

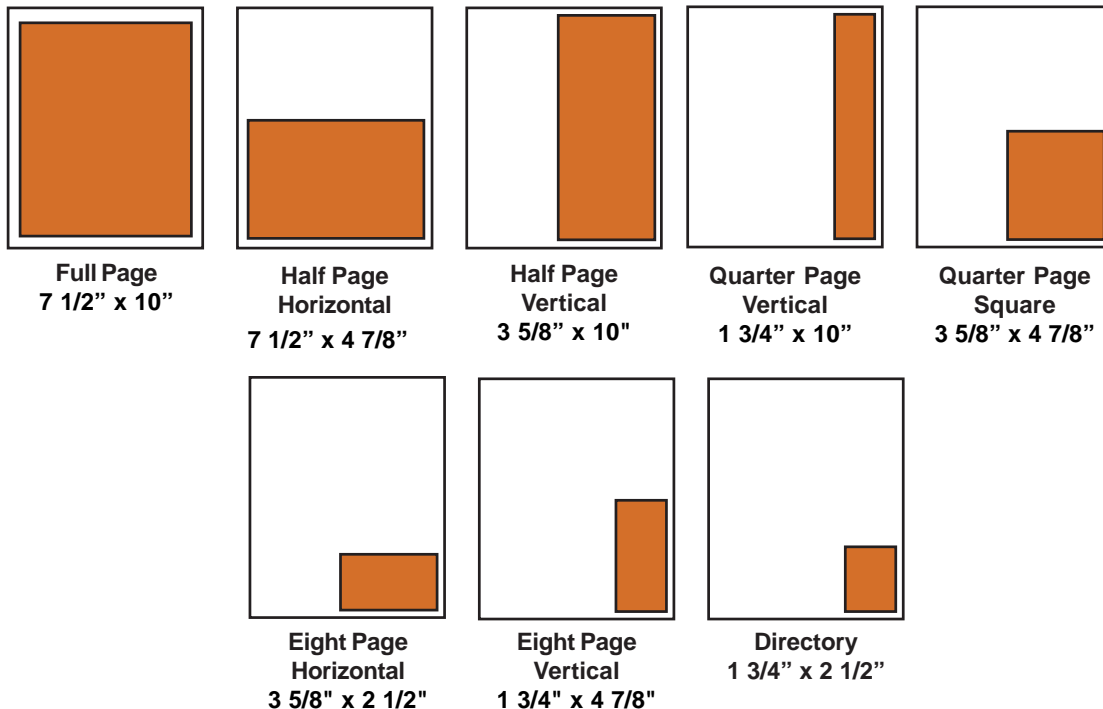
'Green' Distribution is what makes online publishing the most cost effective and efficient form of advertising and marketing today. There is virtually zero-waste and delivery is instantaneous by email, anywhere in the world, 24/7. Average distribution is 4500per month, add weekly E newsletter and combined distribution is over 15,000. Because of the ease of forwarding email, an estimated 35% of the original distribution is forwarded to friends, business associates and other family members.

Other Online Publishing Benefits

- Ads 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. Website receives 300-400 visits daily.

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

