

# OKAY, LET'S GET TO THE POINT: HOW MUCH?



We will print **20,000-25,000** Driftless Food Guides annually, and distribute them to more than 100 locations in the Tri-State Driftless Region (IA, MN, WI). The Guide looks super cool - and just a little different from Inspire(d), with a thick matte cover and glossy pages! The Driftless Food Guide be out for six months – late spring to fall – but we're sure it will stick around even longer on coffee tables and by getting passed on to friends!

## AD RATES

**BONUS:**  
Design fees are included in all ads!

### INSIDE ADS:

1/8 page	\$230
1/4 page	\$425
1/3 page	\$555
1/2 page	\$685
Full page	\$1140
2-page spread	\$1870

### COVER ADS:

1/2 inside back	\$780
Full page inside back	\$1400
1/2 inside front	\$845
Full page inside front	\$1540
1/2 outside back	\$885
Full page outside back	\$1660

## BUSINESS LISTINGS

*Looking for a super easy way to get included in the Driftless Food Guide?*

*We have business listings available for \$75 (or free with the purchase of an advertisement for all food-related businesses). Each listing includes your contact information, description, hours, etc. We'll compile the listings into a fun local producer directory!*

*Visit our website for more details and a link to the form where you can submit payment and listing details exactly as you'd like them to appear.*

[More info at driftlessfood.com](http://driftlessfood.com)

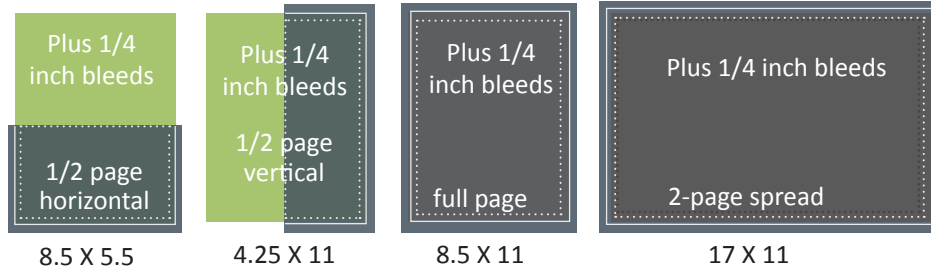
**Discounts available!** Camera-ready ads: 10% off! Non-profits: 10% off!

*Easy-peasy (lemon-squeezy)!*

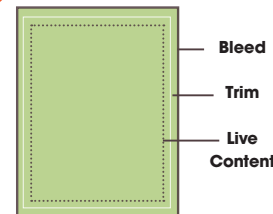
**SUBMISSION GUIDELINES:** Inspire(d) HQ software is Mac-based. We accept pdf, tiff, and eps files. Any images must be 300 dpi at final printed size and all color elements must be in CMYK. Finished files may be submitted via email to [aryn@iloveinspired.com](mailto:aryn@iloveinspired.com) or arranged to be uploaded via dropbox or other ftp site. Any file changes required will not be considered camera-ready and will be billed as such. Please contact Aryn at: [aryn@iloveinspired.com](mailto:aryn@iloveinspired.com) or Benji at: [benji@iloveinspired.com](mailto:benji@iloveinspired.com) or **563-379-6315** for more information.

## AD SPECS IN INCHES (W x H):

(No trim or printer marks, please)



Half page ads & larger include bleeds.



**For example: A full page is 8.5 (w) by 11 (h)**  
 1. Live content needs to be within the 8 x 10 area  
 2. Printers trim at 8.5 x 11  
 3. Bleeds extend to 9 x 11.5

**COVER ADS** sell out quickly. Please contact us for availability.

**PLACEMENT:** We will do our best to honor placement requests, but cannot make guarantees.

## DEADLINES:

The Driftless Food Guide prints one time per year. Ads must be completed or submitted by **March 18**.

The Driftless Food Guide is printed locally in the Driftless Region at Crescent Printing in Onalaska, Wisconsin, on a heat-set web press. This means your ad will always look sharp, with saturated colors and great quality!