





# Winter 2017 Rate Sheet & Schedule

PRICES VALID UNTIL MARCH 21, 2017

GREATER COMMITMENT, BETTER PRICE  
SPECIAL DISCOUNTS FOR PLACEMENTS OF 3 OR MORE

## RATES

SPONSOR SIZE / PER PLACEMENT	1x	3x	6x	11x	FULL COLOR UPCHARGE
FULL PAGE	\$ 900	810	690	450	+250
1/2 PAGE	\$ 450	405	345	230	+125
1/4 PAGE	\$ 230	203	173	115	+75
1/8 PAGE	\$ 115	102	87	60	+35

TO RECEIVE THE BEST RATE, PLEASE MAKE PAYMENT BY MATERIALS DEADLINE.  
POST-DISTRIBUTION BILLING IS AVAILABLE FOR AN ADDITIONAL 10%

PRINTED & DELIVERED 11 TIMES PER YEAR  
FEBRUARY THRU DECEMBER

DISTRIBUTION: MONDAY BEFORE FIRST FRIDAY

## TIMELINES

EDITION	RESERVATIONS BY 5PM	MATERIALS DUE 6PM
FEBRUARY	Friday, January 20	Monday, January 23
MARCH	Friday, February 17	Monday, February 20
APRIL	Friday, March 17	Monday, March 20
MAY	Friday, April 21	Monday, April 24
JUNE	Friday, May 19	Monday, May 22
JULY	Friday, June 16	Monday, June 19 **
AUGUST	Friday, July 21	Monday, July 24
SEPTEMBER	Friday, August 18	Monday, August 21
OCTOBER	Friday, September 22	Monday, September 25
NOVEMBER	Friday, October 20	Monday, October 23
DECEMBER	Friday, November 17	Monday, November 20

\*\* the July Edition to be delivered BEFORE the early 4<sup>th</sup> of July Weekend (6/30 - 7/2)

PRINTING: WE TAKE PRIDE IN THE HIGHEST QUALITY  
REPRODUCTION ... LET YOUR COLOR & CREATIVITY FLOW!

## SPECS

Sponsorship should be created CMYK color in high resolution (300dpi) press optimized format, all images & fonts imbedded. **Preferred digital files:** PDF, TIFF, EPS or JPG. **Media Formats:** via DropBox/YouSendIt, disc, or email. Send all production questions to: [info@thenoise.us](mailto:info@thenoise.us).

FULL PAGE	1/2 Wide	1/2 Tall	1/4 Block	1/8 Page
-----------	----------	----------	-----------	----------

\*\* Full Pages are set for *to-the-edge full bleed*, with all text within .25" margins all around.  
Graphic design is available for \$25 per hour (basic design is usually accomplished within an hour).  
We also have a "house list" of available Graphic Designers who can be hired to create original campaigns and more complex Sponsorship Material.

Questions?  
Please call 928-634-5001 or email [info@thenoise.us](mailto:info@thenoise.us)

## 5 Reasons to Sponsor Our Monthly Magazine ...

✿ We are an independent, Arizona-grown Non-Profit Publication serving Northern Arizona for over 15 years now.

✿ Focused, quality regional circulation. *The NOISE* is the one publication visitors and locals pick up on a regular basis.

✿ Incredible value!

"Exposure value" is measured by "CPM" — **cost per thousand**. In other words, how much it costs to reach 1,000 people. To calculate CPM, take the rate of a B&W Full Page, divide by the magazine's circulation and multiply by 1,000.

For example, the *NOISE*'s 11x rate for a **black & white full page** is **\$450** — the circulation (number of copies printed & distributed) is **10,000** — the CPM is **\$45**!

For less than the cost of handbills & flyers, with more interesting content than the phone book & without the waste of junk mail, *the NOISE* delivers your business to the new clients & customers you want!

✿ Sponsoring *the NOISE* exposes your business & brand to thousands of eyes, eyes who matter, eyes in all the right places, for not a whole lot of money.

✿ When you consider the dedication to our readers, the skilled craft of our artists and writers, and our focused regional distribution, it's plain to see there is no greater value than *the NOISE*.



PAGE SIZE	SPEC SIZE (width x height")
Full Page	10.5 x 10.5 full bleed / text at 10.25"
1/2 Wide	4.7 x 9.757
1/2 Tall	9.757 x 4.7
1/4 Block	4.693 x 4.693
1/8 Horizontal	4.693 x 2.22
1/8 Vertical	2.22 x 4.693

## Winter LOCAL SPECIALS!

TO KEEP OUR PAGES FULL AND ENSURE A RICH BLEND OF COMMUNITY DIALOGUE EVERY MONTH, WE OFFER SPECIAL DEALS TO LOCAL ENTERPRISE.

FULL PR PAGE

Make sure our readers know about what's going on with your company with a **Public Relations Full Page**, built to your specifications, and formatted to fit our regular content. We'll supply you with writers, photographers, graphic designers as needed, and schedule you into an upcoming edition!

**\$300**  
with 11-edition guarantee  
**\$600**  
with 6-edition guarantee

501c3 FULL PAGE

Know an **Arizona Non-Profit** that needs some added exposure? Turn 'em onto a Full Page that fits the bill ... Enough room to feature programs, events, fundraising activities, and membership drives — for a fraction of the printing and delivery costs of mailers, posters, and traditional fliers. Organization must be IRS granted.

**\$250**  
for Black & White  
**\$550**  
for Full Color

PROMO SQUARE PREPAY 4X

If you've a music or art event coming up, the **Promoter Square** in the next four editions is proven to get your attendees aware & *motivated*. It fits the "aspect ratio" of an average poster and is guaranteed "right-hand placement." Plus, we'll give you an extremely excellent deal when you prepay 4 — *10,000 handbills delivered!*

**\$175**  
per edition w/ full color  
**\$125**  
per edition B&W

BUSINESS START UP 1/8

New to the scene and need to get your message out there for as little money as possible? Get yourself an 1/8 page — a size the phone book or facebook would be envious of — and be on the fingertips of readers and on the table at 250 locations with every new month. **Prepay 11 editions** and **SAVE!**

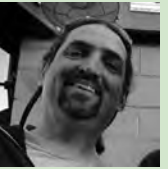
**\$957**  
for 11 editions w/ full color (\$87 per)  
**\$550**  
for 11 editions B&W (\$55 per)

## longtime local sponsors say ...



"The Noise is the only paper I advertise in! It's *that* good!"  
— Phyllis Hogan, Winter Sun

"When it comes to getting your message out there, *the Noise* is in a class all its own."  
— Mike Frankel, Artists' Coalition of Flagstaff



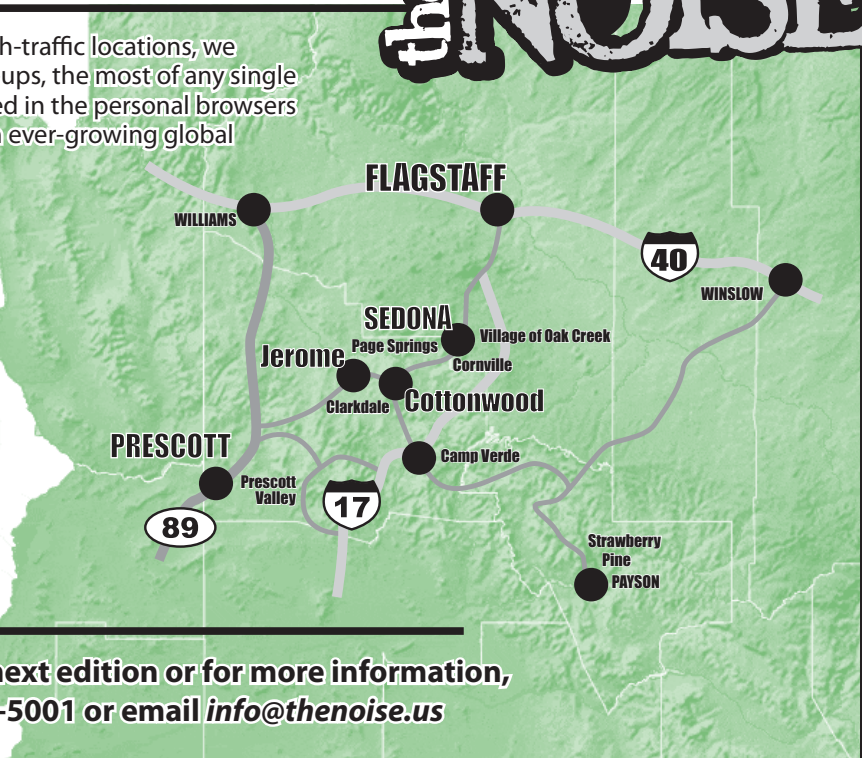
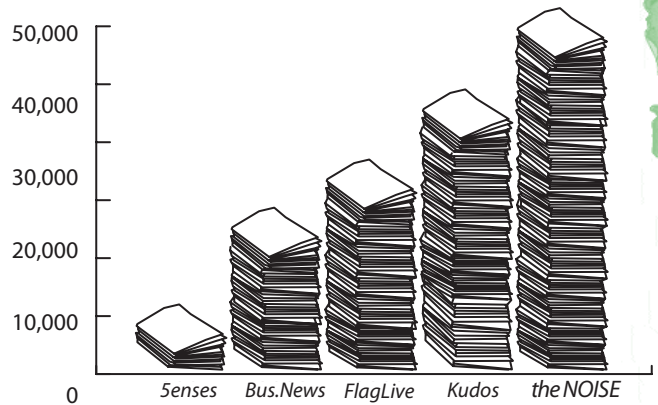
"The Noise reaches an audience I can't reach otherwise"  
— Chris Scully, Orpheum Theater

"The Noise gets my brand into the right hands."  
— Ruth Ann Border, Visible Difference



## #1 Among "NORAZONA" Readers

For every copy of *the NOISE* printed & distributed to 250 high-traffic locations, we calculate another 5 readers enjoy it — totalling 50,000 pick-ups, the most of any single publication in Northern Arizona! Plus, our website is queued in the personal browsers of an exponential audience, as online readership reaches an ever-growing global audience who are "Arizona persuaded."



To reserve space in the next edition or for more information, please call 928-634-5001 or email [info@thenoise.us](mailto:info@thenoise.us)