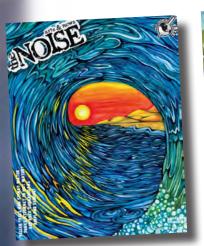


A Celebration of Local Artists & Writers!

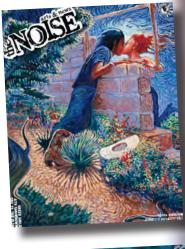
Our always original cover and feature art is graced by Northern Arizona's finest painters, sculptors, and photographers; many of whom have achieved national recognition.

Our columns, profiles, short stories, poems, and news features are created by the state's "best-read part-time local wordsmiths;" citizens who live and breathe Arizona, often in many varied capacities.

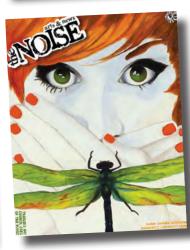




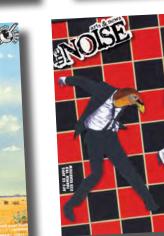




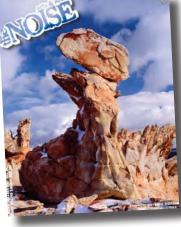


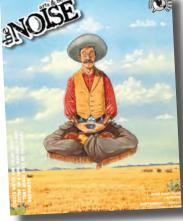






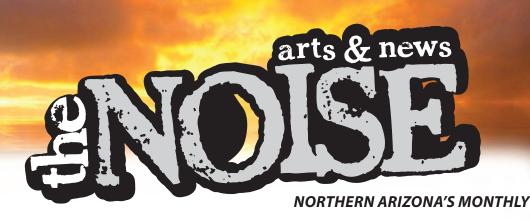












Your Market is NORTHERN ARIZONA!

Since 2001, we are Arizona's variety monthly, chock-full of quality writing and stunning visual reproduction, a strategy aimed at engaging visitors and citizens from many walks of life.

Our audience is: sharp, young at heart, more likely to hold college degrees, attend art shows, theatre, live music concerts and festivals; be involved in the community, tool around in the garden, go for a hike, and look to the future. As tourists and locals, they like to have a good time in our state's most sought-after territory, dining out and enjoying good conversation over coffee, a smoothie, or glass of beer or wine.

Readership & Circulation

We distribute to 250 high-traffic locations throughout Arizona, with a total peredition monthly **readership of over 50,000**. We've developed our distribution points in 15 cities & towns — Flagstaff, Winslow, Williams, Sedona, Village of Oak Creek, Cornville, Cottonwood, Clarkdale, Jerome, Prescott, Prescott Valley, Camp Verde, Payson, Pine & Strawberry — serving a combined regional population of **190,000 Arizonans** with over **11 million domestic and foreign tourists** visiting annually.

People pick us up free of charge in the state's most popular cafes and restaurants, wineries and breweries, grocery and retail stores, hotels, lodges, and resorts, college campuses, galleries, museums and visitors' centers. Readers bring us home, saving editions for reference and monthly reminder.

Surveys indicate a 5-person per-edition pass-around rate, and the magazine is so popular, distributors often hold reservations for copies. And our shelf-life and printing precision is so conscientious to demand, we are considered a *zero-waste* periodical.

Sponsoring the NOISE

As an Arizona 501c3 Non-Profit Publication, sponsorsing *the NOISE* is easy and a great way to reduce your federal tax liability, locally and within the arts community. Our focused circulation, profile, and popular area of origin provide sponsors a unique means to reach active, mindful citizens.

Though free on the stands, we are a valued publication, like no other.

Like what you see? Come join our friendly fliers!

Reader Profile

BASED ON REGULAR SURVEYS

Male/Female Ratio: 47/53 Age Group: 16-96 Advanced Degree: 87% Married: 33%

Where we're picked up:

Flagstaff Area: 53% Sedona/Verde Valley: 29% Prescott Area: 17% Mogollon Rim: 1%

Who they are:

Professional: 33% Sales: 21% Service: 19% Construction: 13% Production: 12% Farming/Forestry: 2%

What they do:

Read: 100%
Travel: 87%
Live Music: 98%
Theatre: 94%
Art Openings: 96%
Go For a Hike: 76%
Pets: 48%
Children: 24%
School: 19%
Dine Out: 97%

To hold space in the next edition or for more information, please call 928-634-5001 or email *info@theNOISE.us*

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	бх	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 <u>BEFORE</u> the early 4^{th} 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/YouSendlt, disc, or email. Send all production guestions to: **info@thenoise.us**.











^{**} 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.

arts & news

2.22 x 4.693

5 Reasons to Sponsor Our

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

"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

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

Sponsoring the NOISE exposes your business & brand to thousands of eyes,

eyes who matter, eyes in all the right

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.

places, for not a whole lot of money.

the new clients & customers you want!

and locals pick up on a regualar basis.

Monthly Magazine ...

ncredible value!

and multiply by 1,000.

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

Questions?
Please call 928-634-5001 or email info@thenoise.us

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.



501c3

FULL

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!

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.

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

with 6-edition guarantee

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

"When it comes to
getting your message
out there, the Noise is in
a class all its own."

— Mike Frankel, Artists' Coalition of Flagstaff

longtime local

sponsors say ...

"The Noise is the only

paper I advertise in!

it's that good!"



- Phyllis Hogan,

Winter Sun

PROMO SQUARE PREPAY 4X

START

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!

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

New to the scene and need to get your message out there for as little money as possible? Get yourself an for 11 editions w/

R&W

per edition

\$550 for 11 editions B&W (\$55 per)

full color (\$87 per)

\$175 per edition w/ full color \$125

"The Noise reaches an audience I can't reach otherwise"

— Chris Scully,

— Chris Scully, Orpheum Theater

"The Noise gets my brand into the right hands."

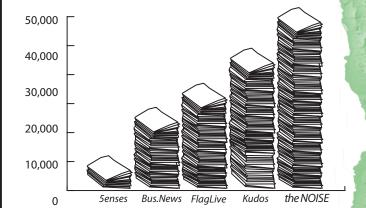
— Ruth Ann Border, Visible Difference



#1 Among "NORAZONA" Readers

month. Prepay 11 editions and SAVE!

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."



FLAGSTAFF
WILLIAMS

SEDONA
Jerome
Page Springs
Cornville
Clarkdale
Cottonwood

Clarkdale CottonWootl
Camp Verde

Strawberry Pine PAYSON

To reserve space in the next edition or for more information, please call 928-634-5001 or email *info@thenoise.us*

PRESCOTT