

# WINTER 2017 Rates & Schedule

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

## RATES

SPONSOR SIZE / PER PLACEMENT	1x	3x	6x	12x	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 BEFORE MATERIALS DEADLINE.  
POST-DISTRIBUTION BILLING IS AVAILABLE FOR AN ADDITIONAL 10% SURCHARGE.

DISTRIBUTION: WEEKEND BEFORE FIRST FRIDAY

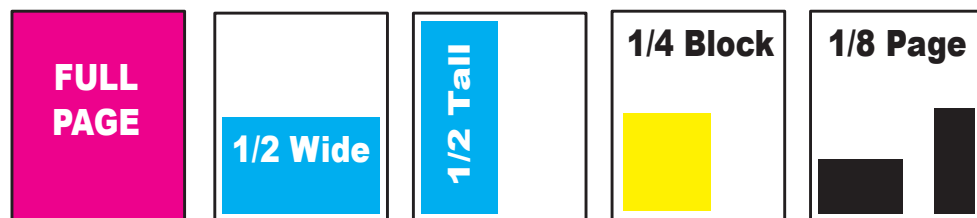
## TIMELINES

EDITION	please RSVP by:	materials DEADLINE 6PM:
NOVEMBER	Friday, October 20	Tuesday, October 24
DECEMBER	Friday, November 17	Tuesday, November 21
JANUARY 2018	Friday, December 22	Tuesday, December 26
FEBRUARY	Friday, January 19	Tuesday, January 23
MARCH	Friday, February 16	Tuesday, February 20
APRIL	Friday, March 23	Tuesday, March 27
MAY	Friday, April 20	Tuesday, April 24
JUNE	Friday, May 18	Tuesday, May 22
JULY	Friday, June 22	Tuesday, June 26
AUGUST	Friday, July 20	Tuesday, July 24
SEPTEMBER	Friday, August 17	Tuesday, August 21
OCTOBER	Friday, September 21	Tuesday, September 25

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 Pages are to-the-edge Full Bleed, with all text within .375" margins all around. Graphic design is available for \$30 per hour (basic design usually accomplished within an hour). We also have a house list of available Graphic Designers who can be called on to create original campaigns and more complex Sponsorship Material.

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

We are an independent, Arizona-grown Non-Profit Publication serving 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 full page, divide by the magazine's circulation and multiply by 1,000.

For example, our 12-edition rate for a full color full page is \$700 — the circulation (number of copies printed & distributed) is 12,000 — the CPM is \$59.30 ... Less than 6¢ an impression!

For less than the cost of handbills or flyers, with more interesting content than the phone book and without the waste of junk mail, we deliver your business to the new clients and customers you want!

Sponsoring *the Noise* exposes your business & brand to thousands of folks, folks who matter, folks 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 distribution, it's plain to see there is no greater value than *the Noise*.

# HOLIDAY SPECIALS!

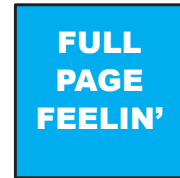
TO KEEP OUR PAGES FULL AND ENSURE A RICH BLEND OF COMMUNITY DIALOGUE EVERY MONTH, WE OFFER SPECIAL DEALS TO ARIZONA-BASED BUSINESSES.



Half pages are an excellent size to be seen and get the word out about your upcoming events, specials, promotions, and services. When you become a regular (12x) sponsor this Winter, we'll give you a discounted price to prove how effective they can be!

**\$350**  
FULL COLOR

**\$225**  
BLACK & WHITE



Got an Upcoming Event that needs some exposure? Turn to a FULL PAGE that fits the bill ... Enough room to feature the full flavor of your event, with full web linking in our online edition! ... a discounted rate when you become a regular (12x) sponsor before December 31.

**\$690**  
FULL COLOR

**\$420**  
BLACK & WHITE



If you've got events coming up or new merchandise coming in for the Holidays, the PROMOTER SQUARE in the next 4 editions gets your potential audience aware and ready ... It fits the aspect ratio of an 8x10" poster and comes with complimentary calendar listing and web linking!

**\$700**  
for 4 editions  
FULL COLOR (\$175 per)

**\$400**  
for 4 editions  
B&W (\$100 per)



Need to get your message out to locals & visitors on a tight budget? Consider an 1/8 page — a size and exposure level the phone book or social media can't guarantee for less — and be on the fingertips of readers and "on the table" at over 300 destination locations throughout Arizona. **Guarantee 6 editions & SAVE!!**

**\$525**  
for 6 editions  
FULL COLOR (\$87 per)

**\$300**  
for 6 editions  
B&W (\$50 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 broad audience and readership along with exceptional content make this the perfect medium."

— Lance Roederer  
Arizona Music Pro

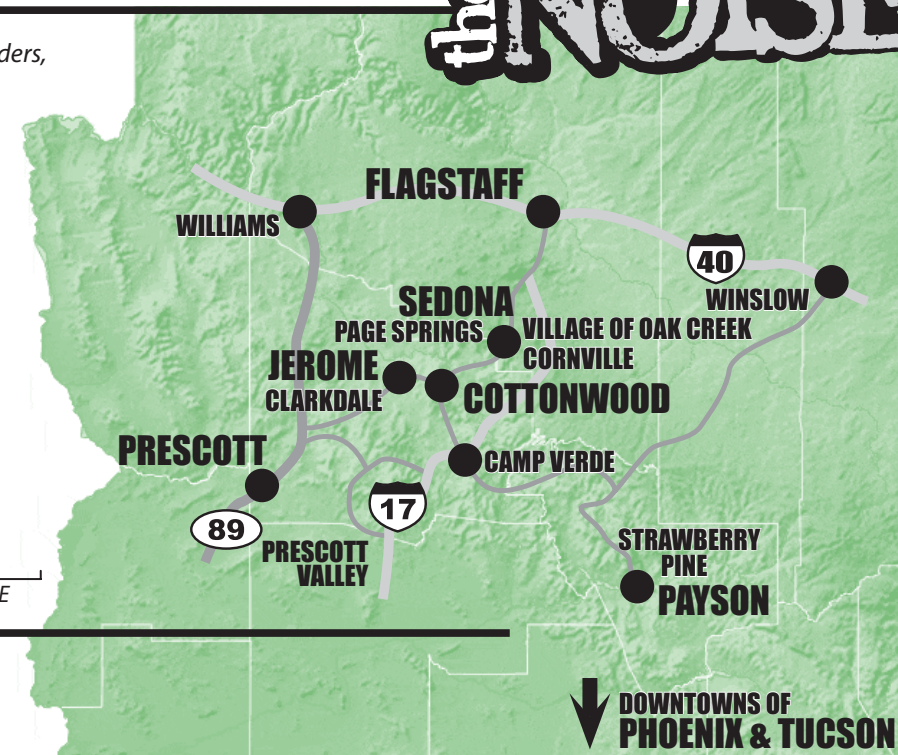
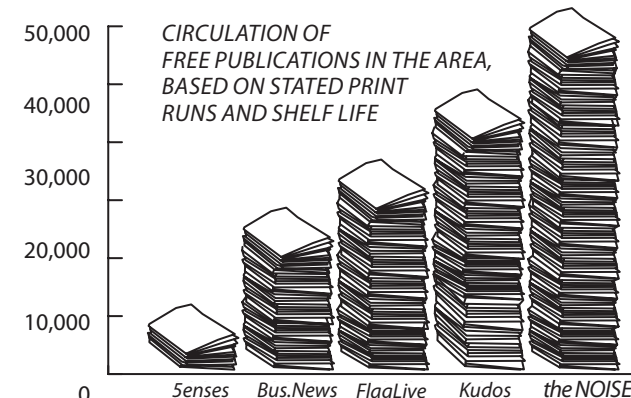
"The Noise gets my brand into all the right hands."



— Ruth Ann Border,  
Visible Difference

## #1 Among "Northern Arizona Persuaded"

Our total monthly circulation surpasses 60,000 unique readers, with online readership increasing every quarter and print circulation on the rise!



Have general questions about the organization or special sponsorship opportunities?  
Call Publisher Charles Seiverd at 928-634-5001, or email [chuck@thenoise.us](mailto:chuck@thenoise.us)

The NOISE Home Office:  
PO Box 1257 • Clarkdale, Arizona 86324

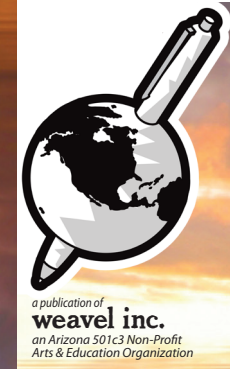




## A Celebration of Original Local!

Our always original cover and feature art is graced by 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 wordsmiths;" citizens who live and breathe Arizona, often in many varied capacities.



# arts & news the NOISE

ARIZONA'S ORIGINAL MONTHLY

## Your Market is 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 300+ destination locations throughout the state, with a per-edition monthly **readership of 50,000+**. We're regularly in 15 Northern Arizona communities — Flagstaff, Winslow, Williams, Sedona, Village of Oak Creek, Cornville, Cottonwood, Clarkdale, Jerome, Prescott, Prescott Valley, Camp Verde, Payson, Pine and Strawberry — serving a combined regional population of **190,000 Arizonans** who witness **12 million domestic and foreign tourists** visiting annually. *And this Autumn, we've added select distribution to the downtowns of Phoenix and Tucson!*

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 high pass-around rate (2-5+), and the magazine is so popular, distributors often hold reservations for copies. Our shelf-life and "upcycled" printing is conscientious to demand — meeting one of our native goals as a *sustainable periodical*.

## Sponsoring the NOISE

As an Arizona 501c3 non-profit publication, sponsoring the magazine is easy and a great way to reduce your 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 and visitors to the area.

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

**Reserve space in the upcoming edition!**

**Call Sponsorship Director, Joey Bono • 928-221-8049 • or email [joey@thenoise.us](mailto:joey@thenoise.us)**

### 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: 52%  
Sedona/Verde Valley: 29%  
Prescott Area: 16%  
Mogollon Rim: 3%

### 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%



### Cover Artists, over the past 15 years, from left to right:

TOP ROW: Erica Fareio, Ellen Jo Roberts, Sky Black, Shonto Begay  
MIDDLE ROW: Tina Mion, Susan Stebilla, Nick Lawrence, Don Graham  
BOTTOM ROW: Patrick Sans, Shane Knight, David Wilder, Dudley Bacon