

WHY ADVERTISE WITH THE EDGE?

Because no other media tells your story like a magazine. Magazines give you the space to develop your story in an engaging way through words and pictures.

Magazines are the most trusted media source, with a high perceived value. The right magazine message is welcome. It cuts through the clutter and reaches people at a time and place when they are receptive. The message is not viewed as an intrusion.

Magazines engage. Readers experience magazines in meaningful ways. Magazine ads make consumers laugh, cry, think, desire, ponder and smile and are often seen as part of the medium's content.

Magazines are compelling. 90% of magazine readers pay full and complete attention when reading magazines. Magazine readers demonstrate the lowest level of multi-tasking compared to other media.

Magazines sell. Studies show that allocating more money to magazines in the media mix improves marketing and advertising ROI across a broad range of product categories.

Magazines generate results. Magazine advertising spurs readers' actions—from changing their opinions to making actual purchases.

Magazines target efficiently. With a range of article titles that appeal to specific demographics, lifestyles and interests, advertisers can hone in on the targets that fit their needs.

Magazines supply credibility. Consumers trust and believe magazine advertising more than advertising in other media.

Magazines influence Influentials. Magazines are the medium “Influential Americans”—those one in ten consumers who control the levers of change—turn to for making purchase decisions and recommendations.

Magazines endure. Because of their physical makeup, magazines are not quickly discarded. Consumers often refer back to them multiple times—giving advertisers the opportunity for added exposures thus a much greater return on YOUR advertising dollar.

The EDGE

A Lifestyle Magazine for the Uintah Basin

We here at *The Edge Magazine* are very excited at your interest in our publication. Here are a few facts that may help you see who we are targeting as our audience.

At *The Edge* we are targeting the young adolescent to the mature adult by focusing upon a very eclectic genre of articles and feature sections. We are interested in reaching the Uintah Basin and using our magazine as a platform for showcasing our very unique culture and lifestyle that is “The Basin!” What we have found during this first year of printing is that it is typically the woman of the house that purchases the magazine but due to the fact that we have a very balanced mix of articles, it is read by the entire family. A very interesting fact to note is that we have more submissions by MEN than we do women!

The research that has been done into demographics of this magazine show that it has a wide range of appeal when it comes to the age ranges so it is difficult to assign an age range except to say somewhere between birth and death. It is literally a family magazine. The average household that purchases this magazine will have a yearly annual income of approximately \$80,000.00. Education backgrounds vary a great deal in our readers as well, although because of the availability of our local university and technical school, most of our adult readers are found to have some amount of higher education including MBA, PhD, and MD.

The Edge Magazine is focusing on the Roosevelt, Vernal, Duchesne, Altamont, and Tabiona areas OR the Uintah Basin! We feel like this a very special area that deserves to be placed in the spotlight and that is what *The Edge Magazine* will be and is accomplishing!

Every month we will have articles that will include many different themes that will include but are not limited to hunting, fishing, home, garden, business spotlights, and most importantly...THE AWESOME PEOPLE OF THIS AREA!! Our favorite thing to write about and showcase are the wonderful and unique people of the Basin. Whether it is the semi-pro football team in Roosevelt called the Oilers or Mitch Lamb’s down and dirty story about getting stuck in a beaver dam hole, we have a line-up of articles that will hold everyone’s interest! We try to include a sports article, an artist profile article, as well as a monthly theme with each issue.

We will also be asking for the input our readers by sponsoring a wide variety of contests. We are in the process of securing a sponsorship for a monthly teen short story/essay contest, as well as an illustration contest. For the adults we have fun submission opportunities that will include topics such as “momisms”, front door contest, photo cover shot photography contest, best yard contest, Braggin’ rights and hunting photos, etc.

We are very proud to say that we have the full support and endorsement of the Basin Arts Council and we look forward to working very closely with them as we continue to help the arts grow among our youth and adults alike in this area!

We currently boast a circulation of 10,000 and we are seeing our numbers grow every day. We can currently be found at the following locations for retail sale to the public (Although this list changes almost continually) :

- ~ Smiths Food and Drug in Vernal and coming soon Heber
- ~ Swasey's Foodtown in Altamont
- ~ L and M Country Store in Jensen
- ~ Davis Jubilee in both Roosevelt and Vernal
- ~ 7 to 11 Convenience Stores
- ~ Stockmans in Fort Duchesne
- ~ The Bluebell Store
- ~ Crumbo's Texaco/Arby's in Roosevelt
- ~ Shirley's Country Corner in LaPoint
- ~ Quick Cash Pawn in Roosevelt
- ~ The Neola Store
- ~ Gateway 66 in Duchesne
- ~ B S Outfitters in Roosevelt
- ~ Laverne and Shirley's in Vernal
- ~ World of Beauty in Roosevelt
- ~ Bitter Creek Books
- ~ Stewart's Market Place in Roosevelt
- ~ Taste of Mexico in Roosevelt
- ~ Maybe YOUR STORE?!?!?!?

We also have a subscription base that makes up between 30% to 40% of our circulation numbers. We have it set up through our website for our clients to be able to purchase both 1 year and 2 year subscriptions for either themselves, OR as a gift for others.

We provide courtesy copies to both the Duchesne and Vernal City Chambers of Commerce that are handed out to prospective transplants who are investigating this area which means The Edge Magazine goes out in EVERY relocation packet. This means that our advertisers are some of the very first to have their businesses seen by those requesting these relocation packets.

We look forward to only increasing in quality and quantity as we continue to grow and help this dynamic area express it's very unique style. And as we grow we look forward to helping your business also grow and prosper! We understand that in order for us to succeed, we must first help YOU succeed and that is what we strive to do!

Thanks for being willing to help us grow the Basin and saying YES to increasing your business's bottom line by advertising with us here at The Edge!

AD DIMENSIONS

AD SIZE (NON-BLEED)	WIDTH	HEIGHT
Full Page (non-bleed)	6-7/8" (6.875")	9-3/4" (9.75")
2/3 Vertical	4-1/2" (4.5")	9-3/4" (9.75")
1/2 Vertical	4-1/2" (4.5")	7-1/4" (7.25")
1/2 Horizontal	6-7/8" (6.875")	4-3/4" (4.75")
1/3 Vertical	2-1/8" (2.125")	9-3/4" (9.75")
1/3 Horizontal	4-1/2" (4.5")	4-3/4" (4.75")
1/6 Vertical	2-1/8" (2.125")	4-3/4" (4.75")
1/6 Horizontal	4-1/2" (4.5")	2-1/4" (2.25")
1/4 Specialty Size	3-5/16" (3.3125")	4-3/4" (4.75")
Marketplace Ad (IFJ Only)*	2-1/8" (2.125")	3"

AD SIZE (WITH BLEED*)	WIDTH	HEIGHT
Full Page (trim size)	8-1/4" (8.25")	10-7/8" (10.875")
1/2 Horizontal (trim size)	8-1/4" (8.25")	5-3/8" (5.375")
1/3 Vertical (trim size)	2-13/16" (2.8125")	10-7/8" (10.875")

*Add 1/8" outside trim size for bleed. Keep live matter 1/2" inside trim size.

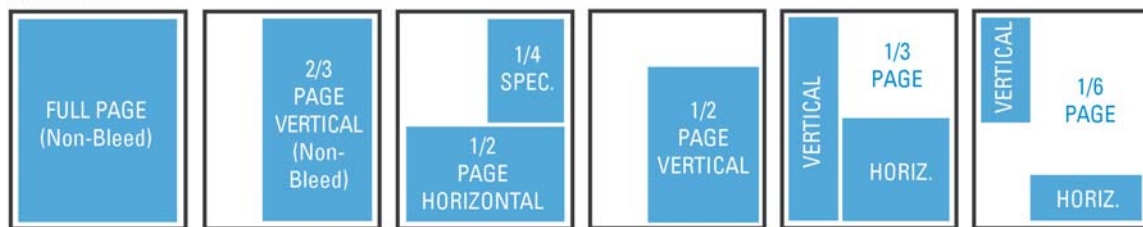
Ad Sizes & Dimensions

- On ads with a bleed, type matter or live illustrative material (not intended to be cut off) should be kept 3/8" from all trim sizes; gutter safety requirement is 1/2".

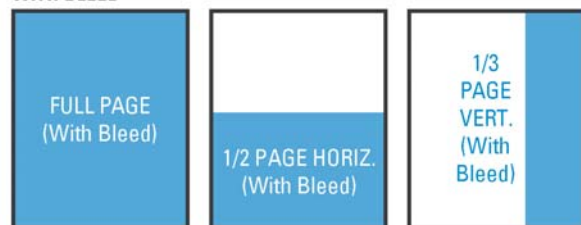
With bleed: Trim size is 16 1/2" x 10 7/8". Bleed size is 16-3/4" x 11-1/8" (+ 1/8" from trim size). Live matter area is 1/2" in from top, bottom and sides of trim measurements. Please leave 1/4" on each side of gutter without type crossover.

Non-bleed: Ad size is 14-3/4" x 9-3/4". Please leave 1/4" on each side of gutter without type crossover.

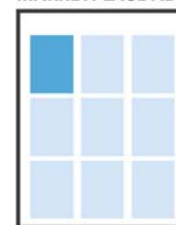
NON-BLEED



WITH BLEED



MARKETPLACE AD (IFJ ONLY)*



*Minimum 3-issue placement

RATES	12 Month	6 Month	3 Month	Open Rate
Full Page	\$1000	\$1450	\$1900	\$2400
1/2 Page	\$600	\$780	\$1000	\$1150
1/3 Page	\$450	\$540	\$650	\$780
1/4 Page	\$350	\$450	\$550	\$680
1/6 Page	\$250	\$300	\$360	\$430
2/3 Page	\$950	\$1150	\$1400	\$1800
Double Truck	\$2300	\$2750	\$3200	\$4000
Inside Front/Back Cover	\$1250	\$1600	\$2150	\$2600
Outside Back Cover	\$1350	\$1730	\$2300	\$2800
Directory Ad	\$75	\$85	\$95	\$105



A Lifestyle Magazine for the Uintah Basin

PO Box 287 Neola, Utah 84053
(435) 790-6609

jessica@TheEdgeMagazine.org

Jessica Blunt - Sales Representative

Business: _____

Contact Person: _____

Mailing Address: _____

Phone: _____

Email: _____

This agreement was made on _____ between The Edge Magazine and _____ known hereafter as "the client", in order to contract an advertising agreement.

The Edge Magazine agrees to provide the designated ad location for the client, as long as it is available for purchase.

The Edge Magazine will provide two courtesy PDF proofs to the above named client in order to assure client satisfaction to the best of The Edge Magazine's ability.

The Edge Magazine reserves the right to change prices without notification, unless the client is contracted for a certain period of time.

The client in return agrees to pay The Edge Magazine the contracted price of the print ad that has been decided upon according to the fee schedule for the corresponding ad size.

The client agrees that once the magazine has been submitted for printing there can be NO changes until the next month's issue.

The Edge Magazine will not be held responsible for any misprints that may occur AFTER the client has approved the print ad.

The Edge Magazine will not extend credit until the client has successfully paid for without incident 6 months worth of consecutive advertising with the magazine. Accounts thereafter will be eligible for a 30 day billing cycle.

Ad Size: _____ Ad Price _____

Contract Period: _____

The Client

Authorized Representative of The Edge, LLC