



Summit Daily News

The Summit Daily News has appreciated the opportunity to partner with SIBA, most notably through the recent Summit Unchained co-op advertising campaign. We plan to offer the same rates of 2008 to SIBA for a Summit Unchained campaign, again, in November 2009. We are also willing to help develop a similar program for Independence Week (4th of July), offering a page a day, with underwriting help from SIBA.

Meanwhile, we are giving SIBA members a variety of promotional rates in our various SDN guides, which are published throughout the year. Some of our rate cards for these guides (e.g., Bike Guide, Wedding Guide, etc.) are still being developed. Rates that have been set and then discounted for SIBA members currently include:

1. **Locals Guide** - if SIBA doesn't do its own. If you do publish your own, we would like to bid on it. We do not have a rate card developed for the 2009 Locals Guide yet.
2. **Golf Guide** – rate card attached. Publishes April 24th, 40,000 high gloss, full color copies direct mailed to 7500 households, and distributed at 2009 tournaments, golf courses, and hotels. 20,000 distributed in Summit, Eagle, Pitkin, Grand and Garfield Counties. **If eight SIBA members wish to equally split a page the cost for a 1/8 page ad will be only \$261.75 each. We have not made this offer outside of SIBA, Our smallest ad size offered retail is 1/6 page at \$499.**
3. **I-70 Guide** - rate card attached. Total distribution: 70,000 copies; publish date, June 26th. This will be distributed all along the I-70 corridor from DIA to Moab, Utah. **If eight SIBA members split a full page, the cost will only be \$168.75 per ad. Our smallest ad size offered retail is 1/8 page at \$245.**
4. **Green Guide** – Publishes April 20th, total distribution is 17,500 in our papers and via other green-minded businesses and organizations. **If four SIBA members split a page (1/4 size ad), the cost is only \$210 per ad! A 1/6 page ad is regularly \$209.**
5. **Coupon Book** – rate card attached (ignore the 2008 aspect of it, prices are the same). Distributes twice in April through the SDN circulation, total of almost 30,000 copies. **SIBA offer: If 15-24 members participate, each ad will only cost \$275. If 25-50 members participate, each ad will cost only \$250! Regular retail price: \$299 per ad.**

These offers are in addition to any contracts already held by SIBA members with the Summit Daily News. SIBA members who already advertise in the Summit Daily News or our special sections may also participate in these SIBA offers in addition to their regular advertising purchases and schedules. Fourth of July and Thanksgiving pages in the Summit Daily News do not automatically contribute to frequency.

We look forward to the opportunity to work with you.

Sincerely,
Maggie Butler
Sales Consultant, Summit Daily News
mbutler@summitdaily.com; 668-4637