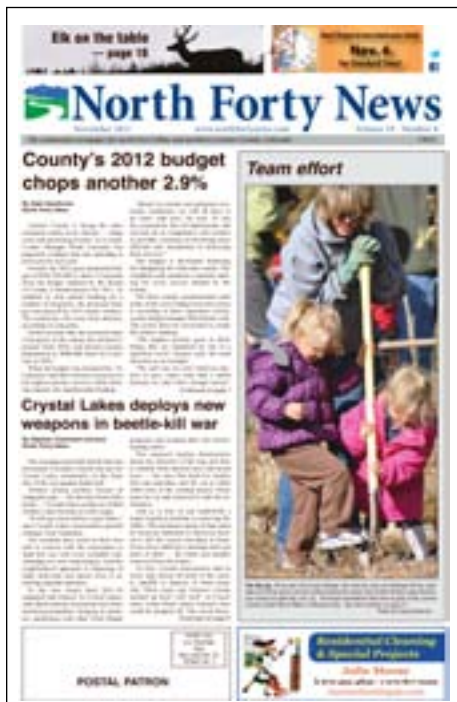
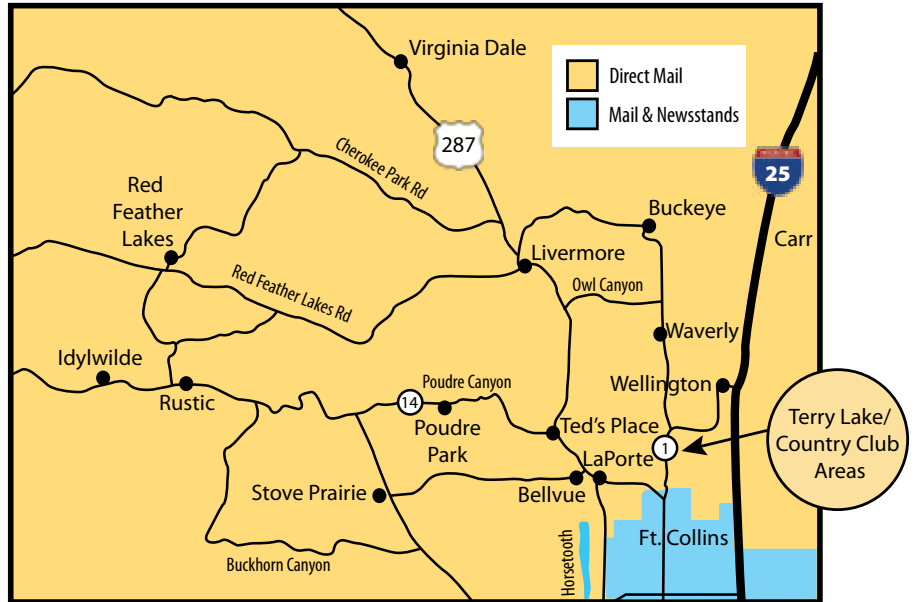


# North Forty News

Serving north Fort Collins and northern Larimer County since 1993

Mailed to **EVERY** household and business **EVERY** month!

The North Forty News is a monthly community newspaper delivered by direct mail to 16,200 households and businesses in north Fort Collins and northern Larimer County. Another 7,000 copies distributed to paid subscribers and at newsstands throughout northern Larimer County.



## READER PROFILE

- Over 82% of our readers own their own homes
- Over 25% earn more than \$75,000
- Over 60% earn more than \$40,000
- 35% are professionals, work in management or own their own business
- Median family income 10% higher than state average

Source: 2011 North Forty News survey

“Ranch-Way Feeds has advertised consistently in the North Forty News since 1999. Because of the paper’s coverage, we feel it reaches our customers. But the real reason we continue to advertise in the North Forty News is that we support its strong local news coverage. No other paper covers happenings in our local area like the North Forty News.”

**Bonnie Szidon**  
**Ranch-Way Feeds, Fort Collins**

**DISPLAY AD RATES**

Open rate : \$22.25/col. inch, discounted according to size and frequency

Size	1x	2-month 4% disc.	4-month 8% disc.	6-month 12% disc.	12-month 20% disc.
Full-page 5 col. x 15"	\$1,552.50	\$1,490.40	\$1,428.30	\$1,366.20	\$1,242
1/2-page 5 col. x 7.5"	\$780	\$748.80	\$717.60	\$686.40	\$624
1/4-page 2.5 col x 7.5"	\$420	\$403.20	\$386.40	\$369.60	\$336
1/8-page 2 col. x 5"	\$212.50	\$204	\$195.50	\$187	\$170
Biz card 2 col. x 2"	\$89	\$85.44	\$81.88	\$78.32	\$71.20

**NON-PROFIT RATE**

Qualified 501(c)(3): \$17/col. inch Churches and places of worship: \$14/col. inch

**CLASSIFIEDS** www.NorthFortyNews.com/classifieds

Up to 60 words. Free ads must be placed online.

	14-days online	30-days online/ 1-mo. print	90-days online/ 3-mo. print	180-days online/ 6-mo. print
Free	\$19	\$29	\$39	

**ONLINE** www.NorthFortyNews.com

Square ad (6-month) included with print contracts exceeding \$3,000.

Size	1-month	6-month 8% disc.	12-month 20% disc.
Home page rectangle 300 x 250px	\$200/mo.	\$184/mo.	\$160/mo.
Square 125 x 125px	\$99/mo.	\$91/mo.	\$79/mo.

**Deadlines**

Space reservation: 20th of each month. Ad copy: 22nd of each month.

**Color or premium placement**

Specified Page: Add \$50  
Right-Hand Read: Add \$25  
Full Color: Starts at \$40  
Front page: Add \$50

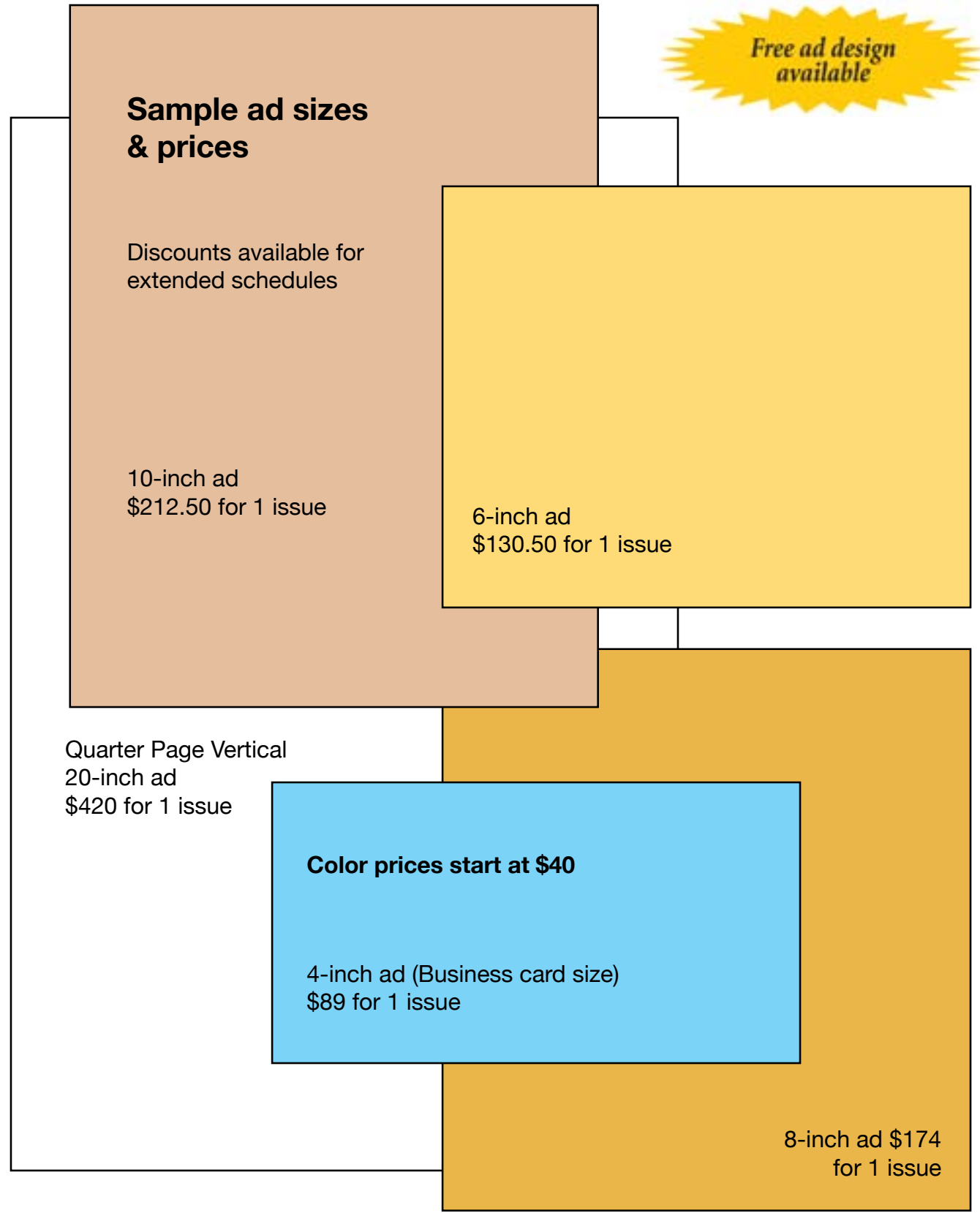
**Electronic files**

We accept ads by email saved in the following formats: PDF, TIFF, EPS or Adobe Illustrator. Set up all color as CMYK. All-black type or black graphics must be 100% K (not a mixture of CMYK).

**Column width**

1 column ..... 1.79 in.  
2 col. .... 3.76 in.  
3 col. .... 5.72 in.  
4 col. .... 7.68 in.  
5 col. .... 9.65 in.

Ads that exceed 13 inches tall will be billed at 15 inches tall. We accept Visa, MasterCard, Discover and PayPal. All rates are subject to change.



**HERE'S MY CARD**

Add \$20 for color.

Size	3-month	6-month	9-month	12-month
3" x 2"	\$67.50/mo.	\$62.50/mo.	\$60/mo.	\$57.50/mo.



**BUSINESS PROFILE RATES**

Price includes half-column color photo. Add \$20 for full-column color photo.

100* words	150*	200**	250**	300**	350**
\$140	\$180	\$220	\$245	\$270	\$295

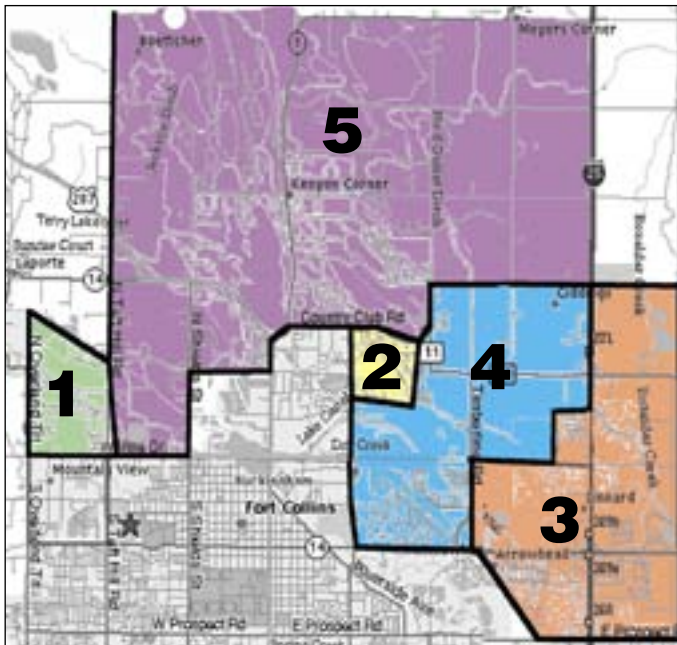
\*plus .80/additional word \*\*plus .50/additional word

**Save up to 50% on your direct-mail costs  
by inserting in the North Forty News instead!**

**PREPRINTS AND INSERTS**

Minimum order: 4,000 Total saturation mailing: 16,200 households and businesses.  
\$75 per thousand for typical 8.5 x 11 flier (0.2 oz.). Add \$5 per 1,000 for each 0.1 oz.  
up to one ounce. We can also give you a quote to design and print your insert.

**Insert Delivery Area**



**Mailing zones  
metro Fort Collins**

ZIP code 80524  
20,910 readers

- 1 678 papers
- 2 1181 papers
- 3 2,540 papers
- 4 1,864 papers
- 5a 837 papers  
Closest to Wellington
- 5b 1,264 papers
- Subtotal 8,094**

**Mailing zones outside Fort Collins, Colorado**

- 6 Wellington/Carr 3,720 papers  
ZIP codes 80549/80612 • 9,300 readers
- 7 LaPorte 1,671 papers  
ZIP code 80535 • 4,177 readers
- 8 Bellvue 1,220 papers  
ZIP code 80512 • 3,050 readers
- 9 Livermore 983 papers  
ZIP code 80536 • 2,457 readers
- 10 Red Feather Lakes 510 papers  
ZIP code 80545 • 1,275 readers

.....  
: **Businesses wishing** :  
: **to reach the greater** :  
: **Wellington area** :  
: **only should use** :  
: **zones 5a and 6,** :  
: **with combined** :  
: **circulation of 4,557.** :  
: .....  
: .....

*NFN Editorial  
Calendar 2012*

**January**  
Senior Spotlight

**February**  
Valentine's Day  
Photo Contest Winners  
Bonus Circulation - Ault

**March**  
Garden & Landscaping Section  
Off the Grid - Wind & Solar

**April**  
Equine Section  
Garden & Landscaping Section

**May**  
Mother's Day  
Garden & Landscaping Section  
Health & Wellness Section

**June**  
Father's Day  
Garden & Landscaping Section  
Home Improvement Section

**July**  
Equine Section  
4th of July Events  
Garden & Landscaping Section

**August**  
Garden & Landscaping Section  
Back-to-School Section

**September**  
Equine Section  
Garden & Landscaping Section

**October**  
Garden & Landscaping Section  
Home Improvement Section

**November**  
Holiday Events & Features  
Health & Wellness Section

**December**  
Holiday Events, Features and  
Gift Guide  
Bonus Circulation - Ault