

New West

The Voice of the Rocky Mountains

A Refreshing Kind of Journalism

New West is a digital guide to news, analysis, and culture for the Rocky Mountain region. Based in Missoula, Montana, and Boulder, Colorado, the company's

By just about every measure New West, the online magazine, is a success: It features great writing and reporting, presented via a smart blend of magazine and bloglike articles covering the Rocky Mountain states. Traffic is growing. Critics are raving."

- *New York Times*

network of writers and editors cover Montana, Idaho, Colorado, Wyoming, Utah and New Mexico.

The award-winning new media publication specializes in stories and ideas about the evolving West. Its focus areas include wildlife, energy, politics, development and the innovators that make the Rockies a frontier for technology and entre-

preneurship. New West also documents the literature, photography, film, outdoor recreation and local food movement that define the region's vibrant culture in the 21st century.

Interesting facts about our readers

93%

vote in local and national elections

20%

are a CEO/President/Chair/ or Owner

31%

are a Manager/Director/Supervisor

53/47

male/female ratio

84%

have a four-year or graduate degree

93%

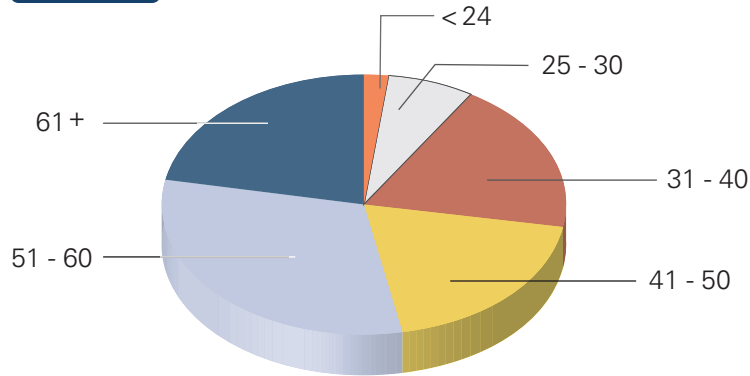
buy products over the internet

80%

own a home or real estate

Demographics

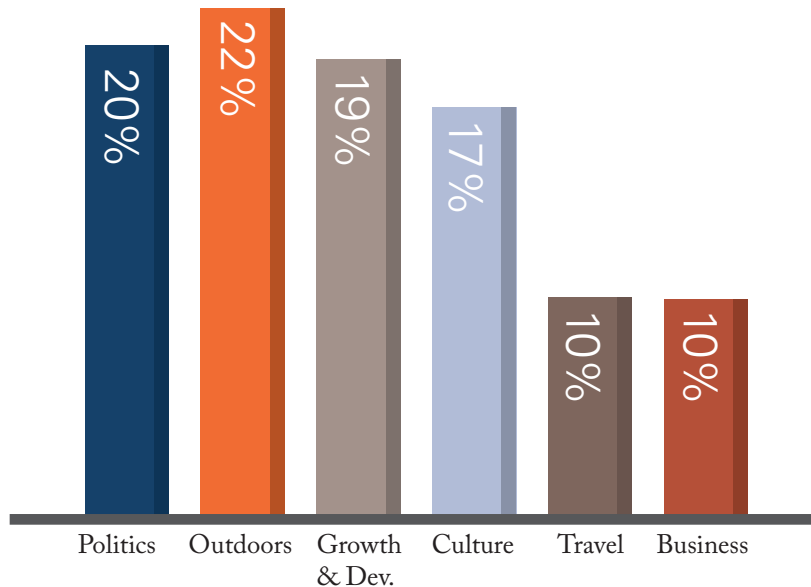
Age



New West is a breath of fresh air - succinct, yet substantive - and one of the few must read online news sources for people interested in civic affairs in the *New West*."

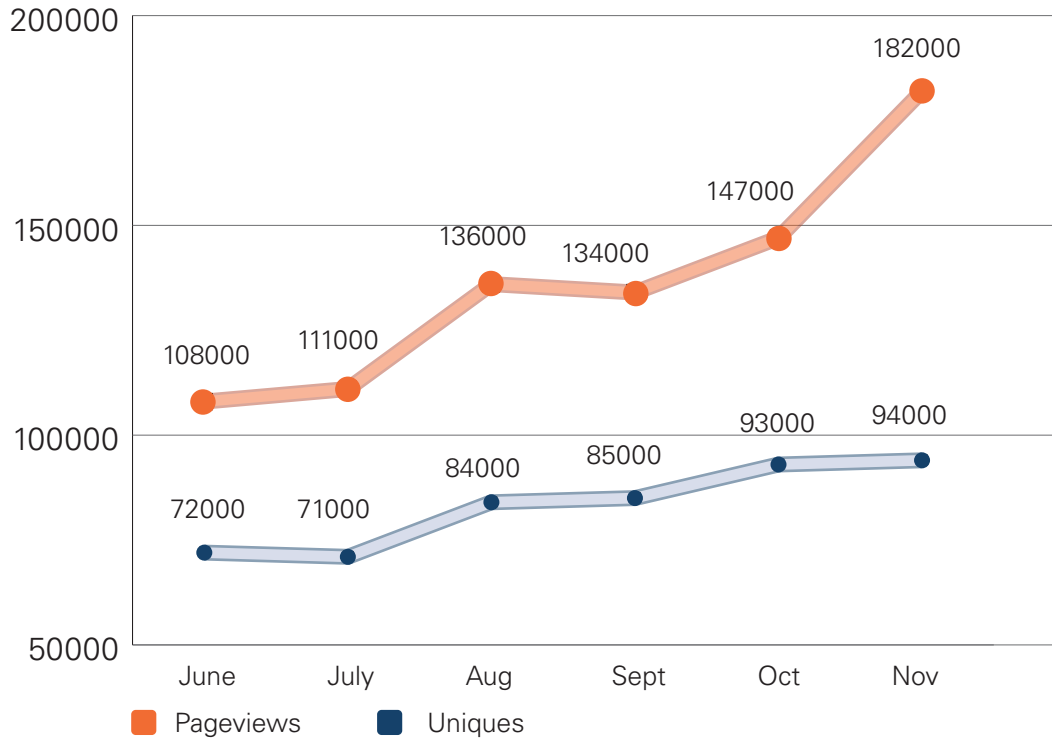
Topics of Interest

Readers favored editorial coverage

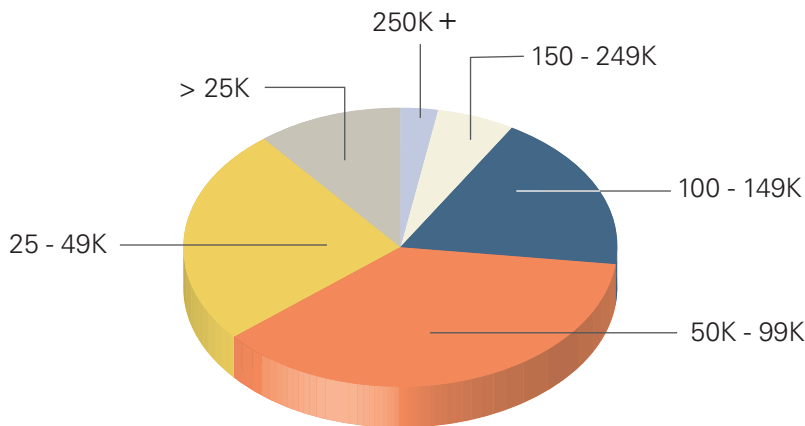


Demographics

Web Traffic



Income





Ratecard

Ad Unit CPM	Run of Network	Home	Section
Medium Rectangle (300 x 250)	\$20.00	\$25.00	\$22.50
Wide Skyscraper (160x600)	\$15.00	\$20.00	\$17.50
Half Page (300x600)	\$20.00	\$25.00	\$22.50
Half Banner (234x60)	\$10.00	\$15.00	\$12.50
Interstitial	\$30.00	\$30.00	\$30.00

Preferred Rich Media Vendors

DoubleClick Flash EyeBlaster Pointroll Viewpoint	\$100.00
Design Services	\$50.00/hr.

Discounts

Frequency	
3 months	5%
6 months	10%
12 months	15%
Prepay	5%
Non-profit*	15%

*Non-Profit discount not available with Frequency discount

Sponsorship Opportunities

- Blogvertorial \$450.00/week
- Weekly Newsletter \$300.00/week
- Homepage Takeovers
- Section Sponsorships
- Other offerings available upon request

Payment Terms

- Credit Application required for new advertisers
- 30 Day Billing with first month prepay
- Credit Card billing invokes a 3% convenience fee



SIZES

Medium Rectangle: 300 x 250 px

File Size: 40K

Wide Skyscraper: 160 x 600 px

File Size: 40K

Half Page: 300 x 600 px

File Size: 60K

Accepted File Types: JPEG, GIF, SWF, PNG
AND VIDEO*

*Video only accepted for Medium Rectangle
or Half Page ad sizes

SECTIONS

- Travel & Outdoors • Politics • Energy
- Food & Agriculture • Development
- Books • Snowblog • Images & Multimedia

BLOGVERTORIAL

Promote your business, event or products with this powerful online advertorial. Publish 500-1,000 words of your content and links with images, audio or video on the "short post"

Blogvertorial links to a full page of NewWest hosted sponsored content

Glossary

Ad impression	An ad which is served to a user's browser
Click-through	The action of following a link within an advertisement or editorial content to another Web site or another page or frame within the Web site.
Geotargeting	Displaying (or preventing the display of) content based on automated or assumed knowledge of an end user's position in the real world. Relevant to both PC and mobile data services
Interstitial ads	Ads that appear between two content pages. Also known as transition ads, intermercial ads and splash pages
Page impression	A measurement of responses from a Web server to a page request from the user's browser, which is filtered from robotic activity and error codes
Pixel	Picture element (single illuminated dot) on a computer monitor. The metric used to indicate the size of Internet ad
Unique user (uniques)	Unique individual or browser which has either accessed a site (see unique visitor) or which has been served unique content and/or ads such as e-mail, newsletters, interstitials and pop-under ads. Unique users can be identified by user registration or cookies
Click-Through Rate (CTR)	A metric used to partially track the response to an ad placement. CTR is calculated by dividing the number of clicks by the number of impressions. For example, if an ad is shown 5000 times and clicked 100 times, the click through rate would be 2%(100/5000).