

North Dakota Horizons magazine has been published by the North Dakota Chamber of Commerce - formerly known as the Greater North Dakota Association - since 1971. The magazine continues to be published quarterly in partnership with Clearwater Communications of Bismarck.

North Dakota Horizons is a high-quality, full-color magazine. Editorial emphasis is on North Dakota people, places, and events.

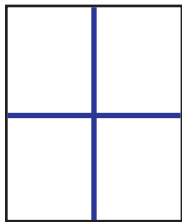
An average of 10,000 copies of *North Dakota Horizons* are circulated every issue, half to people who reside within the state's borders. The remainder live elsewhere in the United States. A small number of subscribers (approximately 250) live in Canada and other foreign countries.

Pass-along readership is estimated at 18,000, based on the most recent full-scale readership survey. More than 80% of the issues are read by more than one person; the median number of people reading each issue is two; however, nearly 10% of the issues are read by five or more people. More than 93% of readers keep each issue of the magazine more than a month; many stated that they keep it forever.

AD SPECIFICATIONS

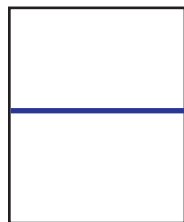
Ad sizes limited to:

One-quarter page



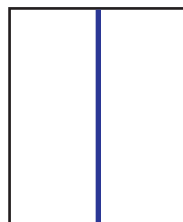
3 3/4 x 5 inches

One-half page
(horizontal)



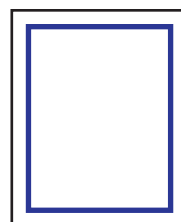
7 1/2 x 5 inches

One-half page
(vertical)



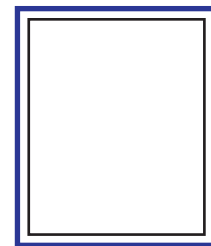
3 3/4 x 10 inches

Full page



7 1/2 x 10 inches

Full page w/ bleed



8 1/2 x 11 inches with
1/8 inch bleed all around

Four-color ads:

- 150-line screen, right read, emulsion side down (provide matchprint for proofing)
- Ads can also be provided on disk or CD in either Illustrator or InDesign programs on Macintosh system. High Res Pdf files are also acceptable. Include fonts and Eps or Tiff files along with the ad. Please provide a hard copy for proofing. Any photos supplied should be scanned at 300 dpi. Any digital photo supplied should be 300 dpi.

AD PRICES - 4-COLOR

<u>Size</u>	<u>Cost</u>
1/4 page.....	\$550
1/2 page.....	\$800
full page.....	\$1,150
Back cover.....	\$1,550

Note: Ad rates are net and are non-commissionable.

SPACE RESERVATIONS DEADLINES

December 31 for Spring Issue

March 31 for Summer Issue

June 30 for Fall Issue

September 30 for Winter Issue

FOR QUESTIONS OR TO MAKE SPACE RESERVATIONS

Contact Andrea Collin of Clearwater Communications at 701-355-4458 or email ndhorizons@btinet.net