

July/August 2008 Peak Savings

Advertise Now, Enjoy Maximum Exposure, Up to 25% Monthly Savings

Advertising Rate Examples: July/August Advertising Start

Ad Size	1 Winter Issue 1 Month Exposure Jan 08, Feb, Mar, Apr, Nov, Dec Month/Total Rate	3 Issues 5 Months Exposure Jul/Aug, Sep/Oct, Nov 10% Discount Month/Total Rate	6 Issues 8 Month Exposure Jul/Aug, Sep/Oct Nov, Dec, Jan, Feb 15% Discount Month/Total Rate	Summer 08 Issues May/June, Jul/Aug, Sep/Oct (Bi-Monthly Issue = Two Months' Exposure, racks stocked monthly) Monthly/Issue Rate	9 Issues 12 Month Exposure 18% Discount Month/Total Rate
Back Cover	\$628 / \$628	\$486 / \$2430	\$487.05 / \$3896	\$518 / \$ 1036	\$470 / \$5640
Inside Front, Back Covers	\$546 / \$546	\$422.28 / \$2111	\$423.30/ \$3386	\$450 / \$900	\$409 / \$4908
Full Page - Opposite Inside Back Cover	\$546 / \$546	\$422.28 / \$2111	\$423.30/ \$3386	\$450 / \$900	\$409 / \$4908
Full Page	\$498 / \$498	\$385.56 / \$1928	\$386.33 / \$3091	\$411 / \$822	\$373 / \$4476
Half Page - Horizontal	\$294 / \$294	\$227.88 / \$1139	\$228.22 / \$1826	\$243 / \$486	\$220 / \$2640
Half Page - Vertical	\$294 / \$294	\$227.88 / \$1139	\$228.22 / \$1826	\$243 / \$486	\$220 / \$2640
Quarter Page - Horizontal	\$181 / \$181	\$139.86 / \$699	\$140.25 / \$1122	\$149 / \$298	\$135 / \$1620
Quarter Page - Vertical	\$181 / \$181	\$139.86 / \$699	\$140.25 / \$1122	\$149 / \$298	\$135 / \$1620
Business Card	\$88 / \$88	\$68.40 / \$342	\$68.43 / \$547	\$73 / \$146	\$66 / \$792

- Longer agreements lock in summer savings for the term of the agreement
- Magazine stands are re-supplied as needed, at least twice a month, every month
- GPPA publishes 6 monthly issues (Nov, Dec, Jan, Feb, Mar, Apr), 3 bi-monthly issues (May/June, Jul/Aug, Sep/Oct) with advertising rates that are optimized for the Pinnacle Peak and Carefree/Cave Creek area
- Increase online exposure by publishing your *Peak* advertisement online for a low monthly charge: \$9.84 (9 issues) , \$10.20 (6 issues), \$10.80 (3 issues)
- Advertising deadline for May/June issue is Wednesday, June 11, 2008

Additional Peak Advertising Benefits

- **Free listing of your business in advertiser index in *The Peak* and GPPA's Web site** for the term of your advertisement, option to display your *Peak* advertisement online
- **Free link to your Web site** from advertiser index section of GPPA's Web site for the term of your advertisement, option to display your *Peak* advertisement online
- **Free reference** to advertiser index of GPPA's Web site from *e-Peak Newsletter*
- **Annual GPPA membership benefits**
 - One year of recognition (listing) as a Friend of the Community on GPPA's Web site and in *The Peak*. Our monthly e-mail publication, *e-Peak Newsletter*, includes a link to the listing.
 - Friend of the Community certificate, suitable for framing
 - One year subscription to *The Peak* (9 issues)
 - Subscription to GPPA's electronic newsletter, *e-Peak Newsletter*
 - Savings on online advertising

To advertise or for additional information, call Les Conklin at (480) 361-6498 or E-mail lesconkin@gppaaz.org