



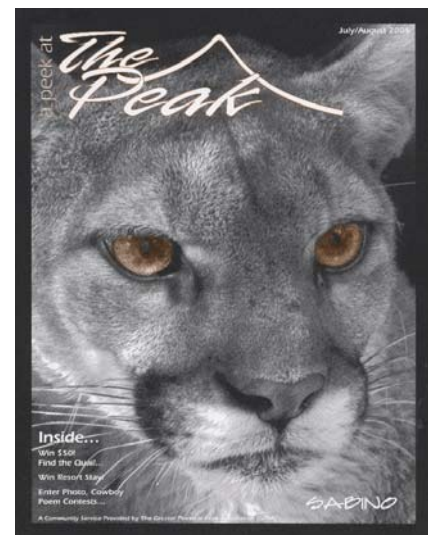
**A Community Service
Provided
by the
Greater Pinnacle Peak Association
Since 1983**

2008 Media Kit

Overview

A Peek at the Peak (The Peak) has been a distinguishing part of the Pinnacle Peak and Desert Foothills community for 25 years. By and for that community, it is the only magazine dedicated to education, quality of life, desert preservation, and wildlife conservation in the North Scottsdale, Carefree, Cave Creek, Rio Verde, and northeast Phoenix communities. *The Peak* is published nine times a year with “winter” and “summer” issues providing optimized advertising exposure for 12 months.

The Peak is a nonprofit, 501 (C) 3 publication, provided as a community service by the Greater Pinnacle Peak Association (GPPA), founded in 1977. Advertising proceeds are used to fund the magazine and support desert preservation, wildlife conservation, community service, and education. Based on its targeted readership, home-grown content, quality, and longevity, *The Peak* delivers a level of reader engagement and advertising response that is unsurpassed within the magazine’s distribution area.



- Quality, Respected Community Magazine Since 1983
- Loyal, Expanding Readership of Affluent Consumers
- Serves North Scottsdale, Pinnacle Peak, Troon, Desert Mountain, McDowell Mountain Ranch, Terravita, Carefree, The Boulders, Cave Creek, Tatum Ranch, North Phoenix, And Rio Verde
- Circulation Over 10,000
- Winner, 2006 Society of National Association Publishers (SNAP) Excel Editorial Award
- Free Distribution At Local Grocery Stores, Shops, Banks, Plus Free Postal Delivery
- Complimentary Online Listing, Link to your Web site
- Free Annual Subscription, Additional Recognition, Other Nonprofit Member Benefits
- Original Articles By Local Writers About Community Quality Of Life, Desert Preservation, Wildlife Conservation, History, Personalities, Businesses, And Events
- No Sales Tax, No Sales Commission
- 91% Advertise For 3 Months Or Longer Because Of Proven Record

What Advertisers and Readers Say

"We just closed a big sale because of The Peak!" Unsolicited comment by Peak advertiser

"My compliments ... The Peak is just REFRESHING!" Genevieve Barker, Former NBC Anchorperson

"I love The Peak!" Unsolicited comment by Pinnacle Peak area bank officer

Readership Demographics

Median Household Income	\$158,881
Median Age	46
College Graduates	42%
Executive, Managerial, and Professional	81%
Married	76%
Median Property Values	\$770,000

Advertising Calendar

Issue	Close Date	Theme
May/June 2008*	April 9 (Wednesday)	Summer Fun
July/August*	June 11 (Wednesday)	Our Wildlife
September/October*	August 8 (Friday)	Our Community Groups
November	October 10 (Friday)	Winter Fun
December	November 7 (Friday)	Gifts from <i>The Peak</i>
January 2009	December 9 (Tuesday)	Have The Peak Year
February	January 9 (Friday)	Snowbird Fun
March	February 6 (Friday)	Pet Party
April	March 10 (Tuesday)	Our Desert

* Special summer value issues. Advertisements get two months of exposure at lower rate

Editorial Calendar

The editorial deadline for *The Peak* is the first day of the month prior to the issue month.

Rate Examples

- Full page ad for one year: monthly rate less than \$380
- 1/2 page ad for 6 winter months: monthly rate less than \$250
- 1/4 page ad for one year: monthly rate less than \$140
- Business card for ad for 6 summer months: monthly rate less than \$75

* Rates are subject to change at any time.

For insertion order, payment information, current rates, call (480) 361-6498, Email: thepeak@gppaaz.org

2008 Advertising Rates & Insertion Order

Adv. Size Choice (Please check choice below)	Ad Size	“Winter” Issues Nov, Dec, Jan, Feb, Mar, Apr (Monthly Issue = One Month’s Exposure) Monthly Rate	“Summer” Issues May/June, Jul/Aug, Sep/Oct (Bi-Monthly Issue = Two Months’ Exposure, racks stocked monthly) Monthly Rate	Annual Advertising (6 “Winter” Issues Plus 3 “Summer,” Issues) = 9 Issues, 12 Months’ Exposure Monthly/Annual Rate
	Back Cover	\$ 628	\$ 518	\$ 470 / \$ 5640
	Inside Front, Back Covers	\$ 546	\$ 450	\$ 409 / \$ 4908
	Full Page – Opposite Inside Back Cover	\$ 546	\$ 450	\$ 409 / \$ 4908
	Full Page	\$ 498	\$ 411	\$ 373 / \$ 4476
	Half Page - Horizontal	\$ 294	\$ 243	\$ 220 / \$ 2640
	Half Page - Vertical	\$ 294	\$ 243	\$ 220 / \$ 2640
	Quarter Page - Horizontal	\$ 181	\$ 149	\$ 135 / \$ 1620
	Quarter Page - Vertical	\$ 181	\$ 149	\$ 135 / \$ 1620
	Business Card	\$ 88	\$ 73	\$ 66 / \$ 792

- **Generous discounts: Any 3 issues = 10%, Any 6 issues = 15%,**
- Web site link and listing in *The Peak's* on-line community shopping guide: Included. Enhance your free listing and increase online exposure by publishing your *Peak* advertisement online for low monthly charge: \$9.84 (9 issues), \$10.20 (6 issues), \$10.80 (3 issues)
- Annual subscription to *The Peak*, recognition, other GPPA member benefits: Included
- Rates apply with advertiser providing production-ready art work
- Guaranteed special placement of advertisement: 10%

Advertiser _____

Insertion Specifications: Please run in ___ “Winter” issues and ___ “Summer” issues. Discount _____ % Publish *Peak* advertisement online? (Circle Choice): Yes No. Total \$ _____.

Circle starting and ending issue (s) for advertisement:

May/June 08	July/Aug 08	Sep/Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May/June 09	July/Aug 09	Sep/Oct 09
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AD Copy: (Please check one.)

- _____ Use advertisement from the _____ issue.
- _____ Advertising materials to be delivered by the advertising close date in format described by Advertising Requirements Checklist.
- _____ Advertisement to be developed/changed by *The Peak* as described by *Advertisement Development Services & Order Form*).

Please complete and send this insertion order form and payment information to *The Peak*.

2008 Advertisement Payment Information

PLEASE COMPLETE AND SEND this Advertising Insertion Order form with your payment to *The Peak*. MAIL or FAX to: *A Peek at the Peak*, 8711 E. Pinnacle Peak Road, #123, Scottsdale, AZ 85255. Phone: (480) 361-6498, Fax: (480) 585-1720, Email: thepeak@gppaaz.org.

Contact Information:

Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Telephone: _____ **Fax:** _____

Email: _____

Web site: _____

Payment Information: Signing this form signifies your agreement to pay at the rates and under the conditions stated herein. Advance payment must be made in advance by check or credit card except returning advertisers.

Signature: _____ **Date:** _____

_____ **Returning Customer.** Please invoice me as each payment comes due.

_____ **Check is Enclosed.** Please make payable to *A Peek at the Peak*, 8711 E. Pinnacle Peak Road, #123, Scottsdale, AZ 85255.

_____ **Returning Credit Card Customer:** I agree that by requesting *A Peek at the Peak* to keep my credit card information on file, I am authorizing *A Peek at the Peak* to charge my credit card in incremental payments as each payment comes due.

Charge my: ___ VISA ___ MasterCard ___ American Express **Total Due \$** _____

Credit Card Number: _____ **Exp. Date:** _____

Name as printed on the card: _____ **Card Billing Address Zip:** _____

Attention Advertisers: This serves as a contract. *A Peek at the Peak* is authorized to insert your advertisement according to the specifications listed on the Insertion Order Form. Execution of this insertion order signifies assumption of legal responsibility to pay for all advertising in accordance with *A Peek at the Peak's* terms as stated in the 2007 Advertising Rates & Insertion Order and Advertising Terms & Conditions. Advertising copy deemed objectionable by the publisher for any reason may be rejected.

Approved by: _____ for *A Peek at the Peak* Date: _____

For additional information and questions, please contact *The Peak* at (480) 361-6498 and visit GPPA and *The Peak* online at www.gppaaz.org.

Distribution

The Peak has been a community tradition since 1983. Today, it's distributed in more than 70 locations centered in North Scottsdale and bounded by Frank Lloyd Wright Boulevard on the south, Cave Creek Road on the north, Tatum Boulevard on the west, and Rio Verde Road on the east.

Affluent Communities Served

North Scottsdale
Carefree
Cave Creek
Northeast Phoenix
Rio Verde
Tonto Verde

Many Convenient Locations

Grocery Stores
Pharmacies
Banks
Shops
Coffee Shops
Community Centers, Golf Courses
Post Offices

Busy Shopping Areas

AJ's Center, Pinnacle Peak Road and Pima Road, North Scottsdale (AJ's Fine Foods, Others)
Alma School Parkway and Dynamite Boulevard, North Scottsdale (Walgreens, Shell, Others)
Carefree Shopping Center, Tom Darlington Drive, Carefree (Basha's, Others)
Cave Creek Road, Cave Creek (Cave Creek Coffee Shop, Museum, Library, Others)
DC Ranch Market Street, Thompson Peak Parkway and Pima Road, North Scottsdale (Safeway, Others)
Desert Mountain, North Scottsdale (Community Center)
Dynamite Creek Center, Tatum Boulevard and Dynamite Boulevard, Northeast Phoenix (Shops)
el Pedregal, North Scottsdale/Carefree (Harris Bank, Others)
Grayhawk Shopping Center, Scottsdale Road, North Scottsdale (Basha's, Walgreens, Others)
McDowell Ranch Shopping Center, Bell Road and Thompson Peak Parkway, North Scottsdale (Basha's, Others)
McDowell Mountain Village, Frank Lloyd Wright Blvd. and Thompson Peak Parkway, North Scottsdale (AJ's Fine Foods, Others)
Pinnacle at Scottsdale, Scottsdale Road and Pinnacle Peak Road, North Scottsdale (Safeway, Others)
Pinnacle Peak Road, North Scottsdale (Northern Trust, Others)
Pinnacle Peak Village, Pinnacle Peak and Pima Road, North Scottsdale (Post Office, Others)
The Citadel, Pinnacle Peak and Pima Roads, North Scottsdale (Johnson Bank, Others)
Rio Verde (Post Office)
Shopping Center, Miller Road and Pinnacle Peak Road, North Scottsdale (Shops)
Shopping Plaza, Tatum Boulevard and Cave Creek Road, Northeast Phoenix (Walgreens)
Summit Shopping Area, Scottsdale Road and Ashler Hills Road, North Scottsdale (Kashman's, Safeway)
Tatum Ranch Shopping Center, Tatum Boulevard and Cave Creek Road, Northeast Phoenix (Safeway)
Terravita Shopping Center, Scottsdale Road and Carefree Highway, North Scottsdale (Walgreens, Others)
Tonto Verde (Community Center)
Troon North Shopping Center, Dynamite Road and Alma School Parkway (Walgreens, Others)
Troon North Golf Club, Dynamite Road, North Scottsdale (Community Center)

Distributed By Mail

Members of the Greater Pinnacle Peak Association, Friends of *The Peak*
Local Nonprofits and Officials
Advertisers, Advertising Agencies

Advertising Specifications & Checklist

The Peak is produced on the PC Platform using InDesign, direct to plate, printed on a web press.

- Submit TIFF or EPS file formats regardless of platform
- All PDF and EPS files need to include all linked files
- When PDF files are saved, please check "embed all fonts"
- Please do not submit JPEG files
- All links must be grayscale
- Half-tone scans 300 dpi

Preferred Programs

- Adobe InDesign, Pagemaker 6.5 – 7.0
- Adobe Acrobat PDF files
- Adobe Illustrator – up to 9.0 or saved to 9.0
- Quark Express – up to 4.0 or saved to 4.0
- Adobe Photoshop – up to 6.0 or saved to 6.0

Ad Sizes

- | | | | |
|----------------------|-----------------|------------------------|----------------|
| • Insert | 8.4" X 10.5" | • Full Page* | 7.5" X 10" |
| • Half Page Vertical | 3-5/8" X 10" | • Half Page Horizontal | 7.5" X 4-7/8" |
| • ¼ Page Vertical | 3-5/8" X 4-7/8" | • ¼ Page Horizontal | 7.5" X 2-5/16" |
| • Back Cover | 7.5" X 5.5" | • Business Card | Standard |

Ads Submitted Using Illustrator for MAC

- Fonts must be converted to outlines and saved as EPS files
- All graphics must be grayscale
- MAC files must be submitted on PC disks or e-mail
- Please remove stray points
- Include the names of all fonts

Acceptable Media (Label disk clearly with name, organization, phone, fax and e-mail)

- E-mail, CD, 100 MB Zip, 3-1/2 Floppy
- Please use virus software before sending your disk or file

Email

- Send to both lesconklin@gppaaz.org and skmccune@cox.net and
- Please name your file with advertiser's name
- Please use virus software before sending your file

Check List

- All support files (logos, scans, gray scale images, etc.) should be included regardless of format
- All fonts included if PC, otherwise converted to outlines
- Hard copy of the ad should be included when applicable
- Please specify program and platform and clearly label media
- MAC files must be submitted on PC disks or by E-mail

For current ad development rates, payment information, call (480) 361-6498, Email: thepeak@gppaaz.org

2008 Advertisement Development Services & Order Form

Services and Rates:

The following services are available for advertisers. Advertisers also have the option of utilizing other sources for development work.

Development Services	Rates
Development:	
Full Page Ads	\$ 110 per ad
Half Page Ads	\$ 80 per ad
Quarter Page Ads	\$ 55 per ad
Business Card Ads	\$ 22 per ad
Changes:	
Major Changes	
Minor Changes	\$ 50 per ad
<ul style="list-style-type: none"> • Small copy changes • New phone number/address • Font substitution for missing fonts 	\$ 15 per ad
Resizing/Remaking Ads	
<small>There is a charge for electronic files that need remake: MS Word, MS Publisher, PageMaker and other formats not specified in the Advertising Requirements section of this Media Kit are not usable. The charged amount depends on the complexity of the advertisement.</small>	\$ 15 - \$ 50 per ad
Design/Creation of Custom Web Site Ads	\$ 65 per hour
<small>* Prices subject to change without notification</small>	

Order Information and Designer Specifications:

Advertiser _____

Create New Ad _____ **Change Ad** _____ **Rate \$** _____

Ad Size (See Insert Order for sizes): _____

Instructions for designer: _____

Materials included: (photos, disks, sample ad, logo, etc.): _____

Ad Proof (Please check one): No proof required. Yes, I can receive my proof as an Acrobat PDF file to my Email address (the best way to get proof). Please send a proof to my fax number. Sorry, I don't have a fax or email address.

Please complete and send this services order form and payment information to *The Peak*.

Advertising Terms & Conditions

- *A Peek at the Peak* magazine (*The Peak*) is published as a community service by the Greater Pinnacle Peak Association (GPPA). The placement of advertising in *The Peak* at the request of an advertiser or advertising agency, if any, constitutes an agreement between GPPA and the advertiser/advertising agency. Advertisers/advertising agencies agree to and are bound by the published advertising rate schedule in effect at the time the advertisement is placed. Any cost, including reasonable attorney fees and collection agency fees arising out of a breach of said agreement by the advertiser/advertising agency through non-payment of said fees or otherwise, shall be the responsibility of the advertiser/advertising agency. The advertiser and advertising agency agree that this contract shall be subject to the laws of Arizona.
- The publisher reserves the right to refuse advertising.
- You will not necessarily be reminded of issue deadlines. Rates are subject to change without notice.
- The publisher shall be under no liability for its failure, for any cause, to insert an advertisement.
- Frequency discounts apply to ads run in a continuous, 12-issue period. Frequency must be ordered with first insertion. Advertisers will be short rated if, within a 12-issue period from the date of their first insertions, they have not used the amount of space upon which their billings have been based.
- All ads accepted and published in *The Peak* assume that the advertiser and/or agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publisher's acceptance of ads for publication, the advertiser and/or agency, jointly and separately, indemnify and hold publisher harmless from and against any loss or expense resulting from claims or suits based upon the content of ads, including without limitation claims or suits for libel, violation of rights of privacy, plagiarism, and copyright infringement, including any and all costs associated with defending against such claims.
- Cancellations must be received in writing 15 days before space closing. Cancellations received in writing 15 days before the closing date will be reimbursed in full. Neither the advertiser nor its agency may cancel insertion orders for advertising after the closing date.
- No refunds will be issued for ads not running due to late artwork submissions or cancellations after closing date.

Advance payment is required from advertisers and agencies that have never advertised in *The Peak*.