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2010-11 WESTERN SNOWSPORTS COVER PHOTO BY GAVIN CRAWFORD

**INSIDE:**  
100 Resort Profiles  
Skis in the Skies: *What to Know*  
Green Gear for a White Winter  
Snowshoeing: *Miles of Smiles*  
Training for the Slopes

## 2011-2012 Western Snowsports Media Guide

Reserve space for the  
**11th Annual**  
Western SnowSports



Advertising Deadline: September 24, 2011  
Release: Prior to NW Ski Shows

[advertising@OutdoorsNW.com](mailto:advertising@OutdoorsNW.com)

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# The West's Best Source to Snow Fun!

## Features

- Resort Destinations
- Mountain Resort Profiles
- Lodging and Dining
- Resort Real Estate
- Resources
- Getaways
- Trends
- Lodging Directory

## Resort States Featured

- Idaho
- Montana
- Oregon
- Utah
- Washington

## Also Included

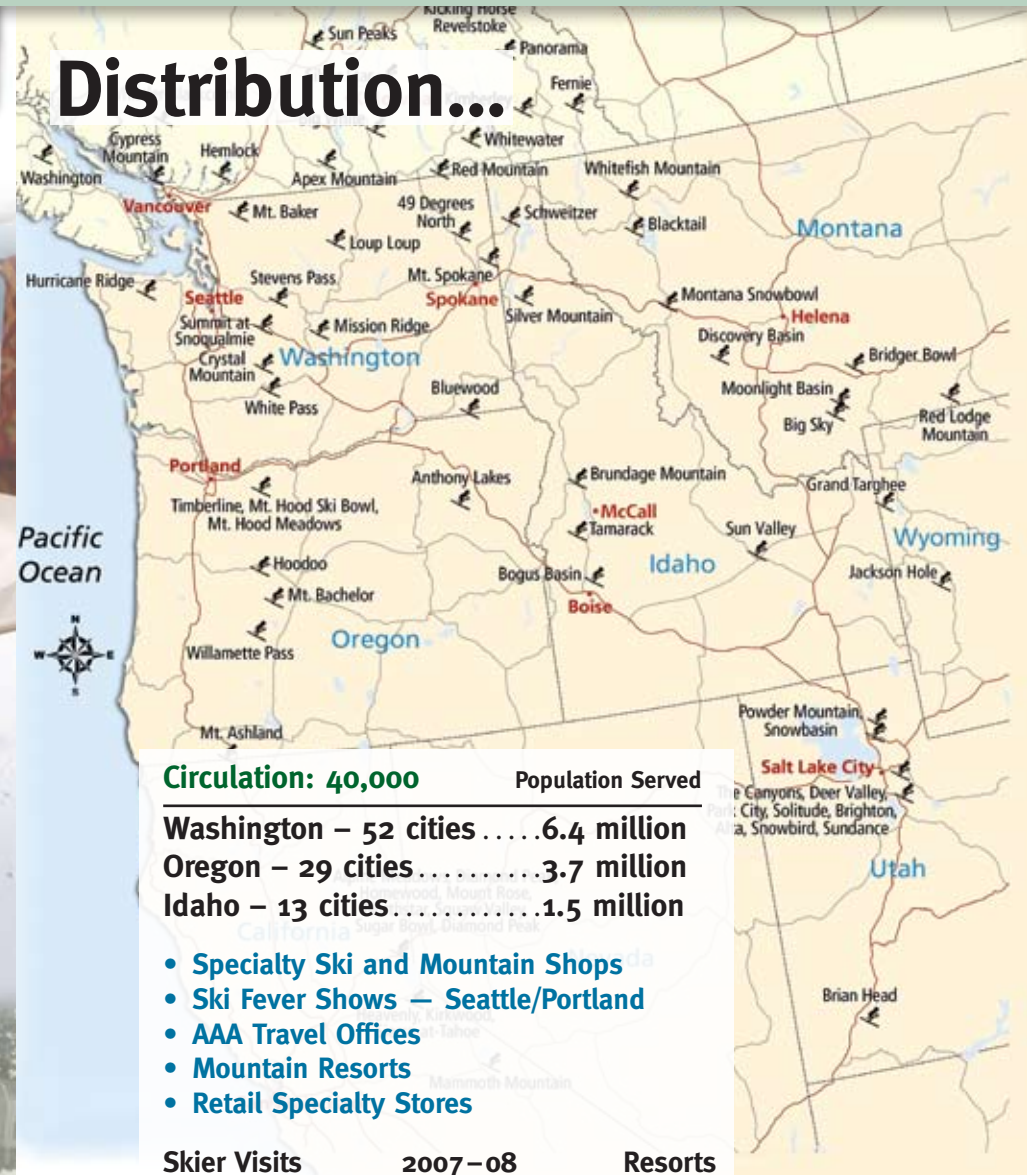
- Alaska
- California
- Colorado
- New Mexico
- Wyoming
- B.C. / Alberta

**Western  
SNOWSPORTS**

PHOTOS FROM TOP TO BOTTOM: BLUEBIRD VIEW COURTESY OF BRUNDAGE RESORT;  
CRYSTAL MOUNTAIN'S SUMMIT BISTRO, JEFF CAVEN, RESORTHOTELPHOTOGRAPHER.COM;  
WASHINGTON SKIER BY STEPHEN MATERA / MATERAPHOTO.COM;  
AMTRAK'S EMPIRE BUILDER, BY DOROTHY VANGIJSSEN



## Distribution...



Skier Visits	2007-08	Resorts
Washington	2.2 million	16
Oregon	2.07 million	13
Idaho	1.64 million	16



# Advertising

Full share and  
time share resort  
real estate: condos,  
townhomes, chalets  
and cabins.

BY ISTOCKPHOTO.

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**RELEASE DATE: October 27, 2011**

Over 120,000 readers!

40,000 copies, All Glossy, 4-Color, 4-month shelf-life,  
Pass-along circulation: 3 readers per issue!



**Lodging Directory**  
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SIZE	4-COLOR	WIDTH	HEIGHT
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<b>2/3 Page</b>	\$2,300	5-0"	9-5/8"
<b>1/2 Page</b>	\$1,850	7-1/2"	4-3/4"
<b>1/4 Page Sq.</b>	\$1,225	3-5/8"	4-3/4"
<b>1/4 Page H</b>	\$1,225	7-1/2"	2-3/8"
<b>1/8 Page</b>	\$ 650	3-5/8"	2-3/8"
<b>1/16 Page</b>	\$ 400	1-3/4"	2-1/4"
<b>Back Cover</b>	\$3,750	See Below*	See Below*
<b>Inside Covers</b>	\$3,500	See Below*	See Below*

**\*FULL PAGE SIZES AND INFO:**

<b>Bleed</b>	8-3/4"	11-1/8"
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<b>Live</b>	7-1/2"	9-5/8"

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