

Pathfinder

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The Pathfinder is a bimonthly news & inspiration digest providing a network of resources for conscious and bountiful living — since 1990.

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- Yearly distribution 90-100,000
- Distributed mainly in MO • IL • AR • and other Midwest states
- Audience: spiritual, cultural & ethnically diverse, environmentally aware people of both sexes who are interested in Wellness & Wonders

IMPORTANT CHANGES FOR 2013 – AD SIZES REFLECT NEW PATHFINDER SIZE

2013 ushers in a few rate increases in order to keep up with higher costs of producing the paper – but only as necessary, as I-the-Publisher enjoy offering a wonderful paper and great service at a budget price – the very best value in this region.

The new Pathfinder is longer by 4" so your ad will have greater impact.



Your event is special. We help focus attention through print, web, email & other means.

Display Ad		SIZE			NEW RATES & Sizes				
Inches	Orientation	in inches			1x 1 issue	2-3x 2-3 issues	6x 6 issues	Nonprofit	Special Promotional Rate
	H=horizontal V=vertical	Width	x	Height					
Full	—	10 1/8	x	16 1/8	\$1000	\$750	\$650	\$550	CALL for info about a Special Promotional Rate
1/2	H	10 1/8	x	8	\$750	\$500	\$375	\$300	
	V	5	x	16 1/8					
1/4	H	5	x	8	\$375	\$325	\$250	\$225	
	V	2 3/8	x	16 1/8					
1/8	H	5	x	4	\$300	\$250	\$200	\$125	
	V	1 3/8	x	8					
1/16	H	5	x	1 5/8	\$150	\$100	\$75	\$65	
	V	2 3/8	x	3 5/8					
32nd [bus card]	H	2 3/8	x	1 5/8	\$60	\$50	\$35	\$30	

All DISPLAY advertisers receive a FREE 3-line Resource Directory listing

(Name of business or person, city/state, phone or combination including email, etc, totalling 3 lines)

4 lines or more (to include email or web addresses) adds \$5 to total cost

2 Free Calendar listings

(may be edited for space)

• For more events, add \$2.50 per event

As a FREE service, Pathfinder includes Calendar listings on its website

Free graphic assistance available* * However, if artwork is used in another publication or elsewhere, a "creation fee" will apply.

PAYMENT OPTIONS: Check, Credit or Debit Card [MC, Visa, Discover], Money Order

May be made in a one-time payment or per issue. Reminders are sent out approximately 10-15 days before due date.

Payment required before ad appears, unless prior arrangements made with Publisher.