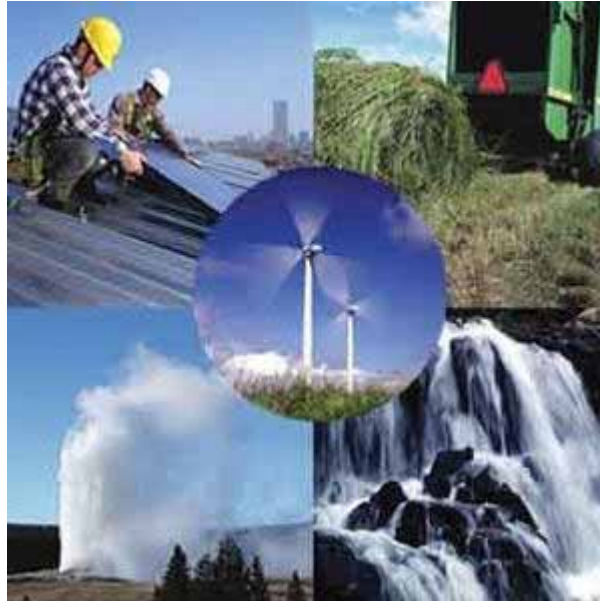


Alternatives Magazine

For a Cleaner, Greener Sustainable Economy



DISCOVER EASTERN MONTANA
Sheridan County Online

Advertising Rates and Media



PickensPlan

P.O. Box 493
Plentywood, MT 59254
406-765-1401
dennisk@nemont.net
www.alternatives-magazine.com

Sheridan County Centennial Countdown

- | | |
|--|--|
| 1906 Dagmar | Sheridan County will be celebrating several milestone events over the next four years. The question many have is, "will it be the last hurrah?" |
| 1909 Coalridge | |
| 1910 Antelope
Homestead
Medicine Lake
Outlook | At the rate Eastern Montana is losing population, and with the unpredictable economy, 2012 could very well be the tipping point where a declining and aging population finally can't sustain the local economy. Some think that point has already come and gone. |
| 1911 Reserve | |
| 1912 Plentywood | Maybe nothing can be done and this is just another natural evolutionary cycle. However, if a serious effort isn't made to find out, and soon, we'll never know. |
| 1913 Archer
Comertown
Dooley
Redstone
Westby
Sheridan County | |
| 1914 Raymond | |

We're betting it won't be the last hurrah and feel there is new opportunity in this corner of the world. It just hasn't been uncovered yet.

The entire country is re-inventing their economies around the green movement, renewable energy and other 21st century technologies. Why not here? Resources are all around us and the infrastructure is in place.

We'll be doing our part to help find solutions and present opportunities and will be teaming up with the business community and several state agencies to promote a variety of events over the next four years and we're starting the countdown NOW and using the Sheridan County Centennial celebrations to find out if it's evolution, or lack of effort.

However, we can't do it alone and are counting on your support!



PART 1: Talking Points

CHANGE:

Change is hard to accept sometimes. It usually means giving up something you relied on that worked. All the new technology is forcing us to change whether we want to or not, but if we don't, we fall behind.

GOING GREEN:

The Green movement is here, it's real and it's changing global economies. The opportunities to produce geo-thermal, solar, wind, biomass energy and farm-to-table food in Eastern Montana is everywhere! It's what this region is all about.

REINVENTION:

The Internet, probably the most innovative new technology ever, is rapidly changing the way we do business. It's growing at a rate of about 2 million new users per month. It has opened up new advertising and marketing options that never existed before, allowing all businesses the opportunity to remain competitive and reduce costs.

MIX, BAKE and SERVE:

When you combine all the above ingredients you realize what Discover Eastern Montana, the Centennial Countdown, Sheridan County Online website and all the other promotions we are working on is about.



PART 2: Projects and Promotions

DISCOVER EASTERN MONTANA is the umbrella theme slogan for all Alternatives Magazine projects and promotions. It's primary purpose is to help bring economic and recreation awareness to the area by exploring and using new marketing techniques, such as the internet, to showcase existing opportunities, present new ideas and the benefits of relocation for families and businesses.

Sheridan County Centennial Countdown is a typical Discover Eastern Montana event promotion. It's an opportunity for everyone to come together to produce an economic impact celebration and invite the surrounding neighborhoods and the rest of world to take a look.

Centennial Dance Team is being formed to put a face (actually several faces) on the promotion, provide entertainment and to serve as public relations ambassadors. They will perform at a variety of events and fundraisers locally and on the road.

Centennial Information Mixers serve as the time and place to inquiry about the promotions, pickup event information, sign up as a volunteer, present ideas, register for events, mix and mingle. The dance team will perform, plus a search for local musicians, comedians, actors and other talent will be held. Everyone is welcome! See website for schedules, activities and updates at:
www.sheridancountyonline.com/centennial.html.

Sustainable Living Expos is the premiere forum for sharing information, ideas, and practical tools for implementing "green" practices and about the economic and environmental benefits of sustainability. The first 2009 Expo will be held in Billings May 2-3, 2009. Other expos are planned for Daniels and Sheridan County beginning in 2010. Details TBA.

GeoSports Challenge combines the green movement with fitness sports to emphasize the importance of maintaining a healthy environment and fit body. It's dsigned to get people of all ages involved in physical activities and to serve as a platform to help promote zero-waste, to use alternative transportation and energy, live locally and maintain a sustainable lifestyle. It's also about having fun! For further information click www.alternatives-magazine.com/geosports.html.

**As an advertiser or sponsor your company, products or services
will receive extensive 24/7 exposure and benefits prior to, during and after all events!**

PART 3: Digital Publishing - Saves Green!

Digital publishing is the wave of the future and for many magazines and newspapers the future is already here. Virtually every major publisher of newspapers, magazines, catalogs - and even Fortune 1000 companies creating marketing materials, reports and brochures - are turning to virtual, or digital publishing. And beginning in May 2009 Alternatives Magazine will be published digitally.

A digital magazine is an online, electronic or “treeless” version of a print magazine. It provides the exact content layout, page turning capabilities and graphics as a print version, but you read it on your computer monitor. It also has many features print can't deliver such as search, save and zoom, multi-media and hotlinks.

Digital publications can reach larger domestic and international audiences instantly, at a fraction of the cost of any print product, saving tens of thousands of trees and hundreds of millions of pieces of paper.

Zero-Waste

This is where the bulk of the savings are realized when comparing digital publishing costs to print.

- No paper
- No postage
- No newsstands
- No transportation costs
- No fuel
- No pollution
- No landfill



Eliminating piles of waste is just one of the many benefits of digital publishing.

Advertising Rates & Benefits

The saving in wasted resources is reflected in the ad rates. They are at a fraction of the cost of print.

AD SIZE	1x	6x	12x
Full Page	\$495	\$470	\$445
3/4 Page	395	375	360
1/2 Page	275	265	250
1/4 Page	155	150	145
1/8 Page	95	90	85
Directory			65

- **All rates are per issue. 12 issues per year**
- **Rates are based on 5000 actual distribution, 15000 pass-along**
- **No additional charge for color, or hotlinks within ad**
- **Space reservations deadline 1st of month prior to the next edition.**
- **First edition May/June 2009**

Ad Dimensions

Size	Width	Height
Full Page	7 1/2"	10"
Full Page Bleed	8 1/2"	11"
1/2 Horizontal	7 1/2"	4 7/8"
1/2 Vertical	3 5/8"	10"
1/4 Square	3 5/8"	4 7/8"
1/8 Vertical	1 3/4"	4 7/8"
1/8 Horizontal	3 5/8"	2 1/2"
Directory	1 3/4"	2 1/2"

Distribution

Distribution is one of the greatest advantages digital publications has over print. As soon as an issue is ready, an email link is sent to all subscribers. One click and it's instantly there! 5000 primary direct email distribution, plus a 3x times "pass-along" or forwarded distribution.

What is Pass-Along Distribution?

Because of the ease of forwarding email it is conservatively estimated (google survey) Alternatives Magazine will be forwarded 3 times that of the original distribution, or approximately 15,000 additional readers. Past issues are easily filed on a hard drive and brought up for easy reference or forwarded, another benefit for advertisers.

Production

Ads can be produced and prepped the same way you would for print. Use your favorite desktop publishing software, convert to PDF file and send via email. Use all the color your want because there is no pre-press required, screens, color matching, proofs sheets, bluelines and all the other steps associated with print. Everything is embedded in the PDF file. Text copy for press releases and other articles can be submitted in the body of an email or attached as word processing document.

Policies

Upon signed approval of artwork, or artwork submitted by client, ad space must be paid in advance of publication unless prior credit arrangements have been made.

PART 4: Website Advertising

The banner ads (below) are typical website ads and are primarily used for businesses with existing websites. They provide the most relative information about your business. The entire ad is linked allowing visitors to click anywhere for quick and easy access to your website.



Banner Ad Appears Home Page and Calendar Page

\$255 three months

\$480 six months

\$895 year



Business Directory Ad

\$225 three months

\$420 six months

\$780 year

(add \$75 to appear on home page)

Ad is FREE with the purchase of a half page ad or larger maintained on an annual basis.

See digital rates.

Website Full Page Ad

A full web page ad is like having your own website.

- Unlimited text and photo's
- Hotlinks
- Graphics
- Web address

\$2900 year

\$1550 six months

E-Newsletter

Weekly Updates and event reminders. Over 4500 subscribers

\$195 Per Month

PART 5: Sponsorship Packages

The sponsorship packages include all forms of advertising, magazine, website, e-newsletter and event exposure. They are the best value compared to purchasing each type separately.

Major Sponsor: \$5500 annually

- Full page, 4c ad Alternatives E-magazine. All editions
- Banner ad website.
- Logo w/link weekly email event update bursts
- Product samples and literature (goodie bag) distribution.
- Logo w/link in calendar page
- Directory ad in sponsors page
- Logo event t-shirts
- GeoSports entry fees (up to five entire)

Associate Sponsor: \$4500 annually

- 3/4 Page, 4c ad Alternatives E-magazine. All editions
- Tower ad website.
- Logo link weekly email event update bursts
- Product samples and literature (goodie bag) distribution.
- Logo w/link in calendar page
- Directory ad in sponsors page
- Logo event t-shirt
- GeoSports entry fees (up to three entries)

Contributing Sponsor: \$3500 annually

- 1/2 Page, 4c ad Alternatives E-magazine. All editions
- Listing ad website.
- Listing weekly email event update bursts
- Product samples and literature (goodie bag) distribution.
- Listing in calendar page
- Directory listing in sponsors page
- Logo event t-shirt
- GeoSports entry fees (up to two free entries)

Call 406-765-1401 for details

RECAP - Condensed Version of rates

1. DIGITAL MAGAZINE RATES

AD SIZE	1x	6x	12x
Full Page	\$495	\$470	\$445
3/4 Page	395	375	360
1/2 Page	275	265	250
1/4 Page	155	150	145
1/8 Page	95	90	85
Directory			65

2. WEBSITE RATES

Full Page Display ad

\$1550 Six months

\$2900 Annual

Banner Ad:

\$255 three months

\$480 six months

\$895 year

Business Directory:

\$225 three months

\$420 six months

\$780 year

E-Newsletter

\$195 Per Month

3. FULL SPONSORSHIP PACKAGE (best value) ANNUAL PURCHASE

Includes all the above ads, plus all Centennial Countdown events

- Full page magazine ad
- Banner ad
- Directory ad
- E-Newsletter

\$5500 per year! (if purchased separately \$7685)

4. Title sponsorship. Virtually owns rights to entire program. Call for rates.