



PUBLISHED ANNUALLY

250,000 + READERSHIP

The pages of *Cody & Beyond* celebrate the history and culture of the Bighorn Basin with thoughtful, honest and well-balanced editorial on local issues complemented by stunning regional photography. Each issue provides a glimpse into the complex character of Cody and the characters who call Cody home. This magazine is sure to grace the coffee tables of both residents and visitors to the Cody area. The annual magazine hits the streets in early May to mark the beginning of the tourism season, and is distributed free of charge throughout the Basin and surrounding states.

TOP 5 REASONS TO ADVERTISE

Editorial Interests: The editorial content of *Cody & Beyond* appeals to a wide array of readers, spanning all walks of life and including both residents and visitors to the Basin, making this the perfect publication to showcase and promote your business both locally and worldwide.

Quality Production: *Cody & Beyond* has been a finalist in multiple categories at the Western Publishing Association’s MAGGIE Awards for the past four years. We continue to strive to produce the highest quality publication in the area.

Quality Advertisements on Full-Sized Glossy Print: Our award-winning design team strives to make each advertisement a success for our clients. In addition to providing a striking presentation, our designers are dedicated to investing as much time as needed to insure that unique and perfect look for each advertisement. Equally important to the design of your ad is the editorial content, and our editorial and design staff are eager to assist with copy writing to craft an advertisement that best markets your business.

Web Presence: Each ad purchased in *Cody & Beyond* receives a FREE listing on our website, www.codyandbeyond.com for the course of one year, providing advertisers the perfect opportunity to expand their local exposure globally at no extra advertising expense. Advertisers may make modifications to their online ad once throughout the year free of charge. This added asset will take your business marketing to the next level. A digital version of the magazine is online as well, giving your full ad a web presence.

Long Shelf Life and Great Exposure: Our focus on high-quality writing, photography and design guarantees it graces the coffee tables of readers for months beyond its drop date. Based on feedback from our readers we have determined that our readers savor the pages of *Cody & Beyond* time and again and share them with family and friends, delivering excellent exposure for your business the whole year through.

WESTERN PUBLISHING ASSOCIATION'S
MAGGIE AWARDS FINALIST: 2011 - 2014
BEST VISITOR'S GUIDE (CIRCULATION OVER 75,000)
BEST OVERALL PUBLICATION DESIGN + MORE

PRINT DISTRIBUTION

In-Room Placement

Cody & Beyond is in-room at many area hotels and guest ranches.

Regional Distribution

The magazine is distributed throughout Wyoming, South Dakota, western and southern Montana, Idaho and the entrances to Yellowstone Park.

Retailers throughout the Basin

Cody & Beyond is distributed at local businesses throughout the Bighorn Basin and surrounding areas.

Other Distribution

Cody & Beyond magazine is included in various information packets and passed out at many local events.

Subscriptions

We have a growing list of mailed subscriptions covering the USA and ranging into Canada, Europe and Australia and New Zealand.

www.CODYANDBEYOND.com

We are excited to announce our newly remodeled website, our greatest distribution tool, www.codyandbeyond.com. Each advertiser in the print publication receives a complimentary listing on this website for one year and the digital version of our current publication is on the site, increasing readership for your print ads as well. We encourage our advertisers to utilize this tool by contacting us with your scheduled events so that we can be sure to include them on the events page. Expanded listing opportunities are available so please inquire with your sales representative.

TARGET READERSHIP

Cody & Beyond is enjoyed by readers of all walks of life with residents and visitors to the Cody area our target audience. The magazine, with its classy designs, first-rate editorial and strategic distribution, connects advertisers to a high-end, affluent and educated customer base. *Cody & Beyond* is greatly enjoyed and shared among friends and family, increasing readership to more than 250,000.



Digital Publication

Regional Distribution

**REACH
MORE
READERS**

Mailed Subscriptions



 FROM THE READERS

“Your wonderful magazine for 2010 was sent to me by a friend who lives in Cody and I just had to e-mail you to tell you what a fabulous job you did of the entire magazine! From the front cover to the back one, it was just a pleasure to read. I loved the articles, I loved the pictures, I loved the ads - everything was just great. When I read the ads I was trying to figure out what place I would like to stay at when/if I visit then I’d find another ad on another page and want to go there as well. I love the way the articles are written and the fact that you gave both the pros and the cons of each situation (i.e. the wolves of Yellowstone). And you had such an interesting variety of articles from cowboys who make chocolates, to the wild horses, to the bull riding cowboy and so much more. From the very moment I picked up the magazine the evening I received it from my friend, I never moved off the couch - I sat and read every single word on every page until I had read it all and then shared it with my husband who also read it. Now I’ve brought it to work to show my coworkers and it will be on my coffee table at home to show others when they come to my house. You all certainly deserve a pat on the back for a job very well done. Thank you so much - I can hardly wait until I visit Cody and surrounding areas or for the next edition of your magazine.”

■ KATHY B., ONTARIO, CANADA

“Just had to let you folks know what a great publication you have created. (I’m sure I’m not the first to tell you but it’s a pleasure to add to the list.) We’re residents of the North Fork so much of your content was a tasty bit of home cooking’s! Throughout you have managed to offer an eclectic overview of much that is important to Cody residents and in a fashion that is objective, exciting and with a precise feeling for the human element. Your first issue, in my view, rivals all that I have seen in “Cowboys and Indians.” Kudos! We look forward to the next edition.”

■ PAUL & KAREN G., WAPITI, WY

“...I left Cody in May and moved to the Black Hills of Wyoming to be the supervisor for the new Northeast Wyoming Welcome Center. First I’d like to congratulate you on the magazine. The design, photos, articles and ads are all wonderful. You did a great job and you should be very proud.

Certified Folder Display gave us a couple boxes while we were in our old location and they flew off the shelves. We tripled the amount of visitors when we moved to the new center (over 600 visitors per day) and we literally went through several boxes per day. Dean was nice enough to keep us supplied. We displayed your magazine on a Cody-Jackson-Yellowstone specific rack along with the Buffalo Bill’s Cody/Yellowstone Country visitor guide, Cody Country (Cody Enterprise), Jackson Chamber and 99 Things to Do in Yellowstone Country. The cover of the Cody & Beyond was so nicely done and eye catchy that visitors picked it over all the other Cody publications. Thank you for publishing such a great magazine! It is a very useful tool for our visitors.”

■ LEE ANNE A., BEULAH, WY

“I live in Townsville, North Queensland, Australia. My husband and I are travelling thru USA, Congratulations to you both on a great magazine. A credit to you both!!!!!! I really enjoyed reading it, and intend taking it home to give to family and friends, so maybe they will journey to your area.”

■ LYNN C., NORTH QUEENSLAND, AUSTRALIA

DEPARTMENTS 

Snapshots: Featuring work of local photographers.

The Arts: What's happening in local art programs, galleries, theatres and music venues. Plus, the extraordinary artists and work being created in Cody and the area beyond.

Local Portraits: *Cody & Beyond* recognizes a local person who has influenced this community.

A Rich History: We take a look back at the past of this community, featuring those who came before us and shaped this area into what it is now.

About the Basin: We explore the area in and around Cody. We'll tell what's new and happening in Cody, great hikes to take, rivers to float, shops to explore and much more.

Scenic Drives: There is so much to see in the Cody area and we will show you how. Great places to explore within a short drive of Cody.

Local Architecture: An in-depth look inside the craftsmanship of local architecture. What's new on the scene and where you can find it.

Dining & Restaurant Guide: A listing and preview of local eateries complete with a dining guide and chart as well as a feature article of a great dining experience.

Lodging Guide: A listing of local lodging facilities complete with a location map and listings.

Entertainment: A feature article showcasing some of the great entertainment available in the Cody area.

Business Listings: Local businesses will be listed with contact info and a short description of what they have to offer. Complimentary with every ad.

Calendar of Events: We'll tell you what's happening this summer around Cody and Beyond.

ADVERTISING RATES

Full Page	\$2,000.00
2/3 Vertical.....	\$1,500.00
1/2 Vertical.....	\$1,300.00
1/2 Horizontal	\$1,100.00
1/3 Vertical / Horizontal	\$750.00
1/6 Vertical / Horizontal	\$500.00
Advertising Listing	\$300.00

PREMIUM PAGES

Back Cover.....	\$3,000.00
Inside Front Cover	\$2,700.00
Inside Back Cover	\$2,500.00

AD PLACEMENT & DISCOUNTS

Guaranteed Position*	Add 10%
Double Truck.....	Add 10%
Full Page Bleed.....	No Charge
Pre Payment Discount.....	8% Discount
Non-Profit Discount	15% Discount

*Guaranteed Position ads have first priority. Other ads are placed on a “Best Position Available” basis by contract date, insertion order and payment of deposit.

PRODUCTION CHARGES

Minimum Ad change	\$25
Design, changing, and typesetting of camera ready ads.....	\$50/hour
Image scan	\$65 per image
Proportional Re size Fee	\$75

ADVERTISING DEADLINES

Summer 2015:
 Publishes: March 15 Close: January 10 Materials Due: January 10 Camera Ready Due: February 10

ADVERTISING SPECIFICATIONS

Software: We accept IBM and MAC files from the following programs: QuarkXpress® version 5, InDesign® and Photoshop®. Illustrator® files are acceptable as long as it is saved as an EPS with the fonts outlined.

Fonts: All fonts must be provided for the files (i.e.: Postscript and True Type).

Color: All colors in the files must be process/CMYK.

Images: Digital photographs/continuous tone images should be 300 dpi and line art/illustrations should be 1200 dpi. No images from the web are acceptable as they are too low resolution. All images must be in a composite format (preferably a TIF or an EPS). Please do not apply LZW or JPEG compression to your images or send pre-separated files. You must embed all images in your file. You must send all RAW, EPS and TIFF files used in your document.

Proofs: You must include a finalized, high resolution proof at 100% of size for all submitted ads.

PDF files: Only high resolution PDF files produced with full version of Adobe Acrobat® - not Acrobat Writer® are accepted. Must be CMYK.

Compressed files: If you are emailing your advertisement, you must compress your files. All emailed files must be compressed smaller than 5MB and sent to publisher@codyandbeyond.com. If files are too large to email, contact your sales rep for FTP information.

ADVERTISING SUBMISSION

CD or ZIP: Files of any size may be sent to: Cody & Beyond, 349 North Fork Highway, Cody, WY 82414. A full size color proof and Digital File Checklist must accompany the CD or Zip disk.

FTP: Files of any size may be sent to our ftp site. Please contact our technical department at 307.527.4300 for further instructions on using the FTP site.

Email: Files in PDF format or compressed smaller than 5MB can be emailed to publisher@codyandbeyond.com.

ADVERTISEMENT SIZING

<p>Full Page</p> <p>No Bleed: 7.375" x 9.875"</p> <p>With Bleed: 8.625" x 11.125"</p> <p>Trim Size: 8.375" x 10.875"</p>	<p>2/3 Vertical 4.687" x 10"</p>	<p>1/3 Vertical 2.25" x 10"</p>	<p>1/2 Horizontal 7.125" x 4.875"</p>		<p>1/6 horizontal 4.687" x 2.312"</p>
			<p>1/3 Square 4.687" x 4.875"</p>	<p>1/6 Vertical 2.25" x 4.875"</p>	<p>1/2 Vertical 4.687" x 7.437"</p>