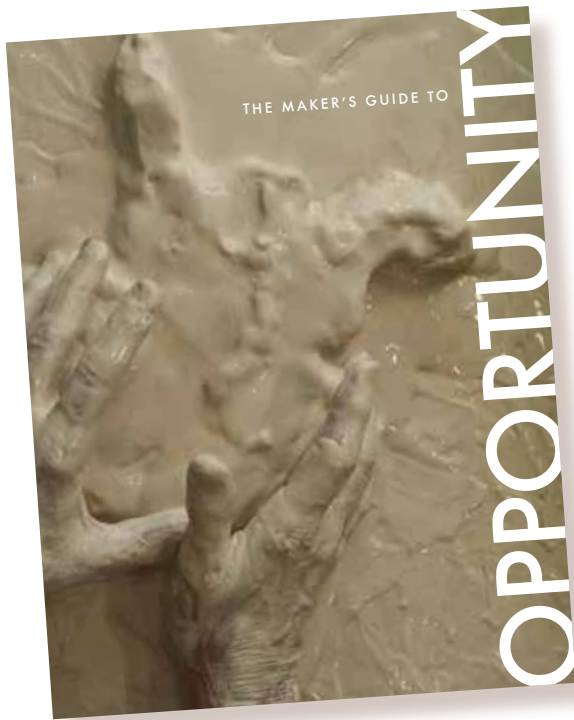


Advertising Rates and Sizes

THE MAKER'S GUIDE TO OPPORTUNITY



This full-color, 68-page introduction to people and places in West Virginia that are open and welcoming to new people and ideas will be distributed to a highly select group of innovators, makers, and values-driven individuals in **Boston, Brooklyn, Chicago, Denver, San Francisco, Portland, and Seattle.**

35,000 copies will be distributed throughout the creative economy sectors in these cities, and 5,000 more will be distributed in other innovation hotbeds.

Advertisers will receive copies proportionate to their investment to distribute to their contacts. We calculate total readership will approach approximately 100,000.

The Maker's Guide will tap adventurers' restless spirits, capture imaginations, and offer opportunities to make a life that matters.

The message is that West Virginia is a frontier for innovation. We want makers of every kind — makers of new products and services, and makers of community. Land, buildings, materials, and access to helpful resources are all available, especially in this era of design when intellectual capital rules. This guide will show where and how, dividing the state into six regions, with stories and photos from each.

Readers of *The Maker's Guide* will meet people who are already engaged in creative community making in West Virginia. They can learn where the opportunities lie for twenty-first century adventurers and makers of all description — from millennials to second-career entrepreneurs.

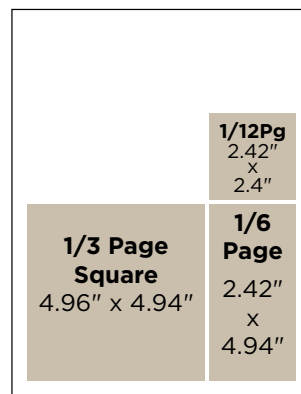
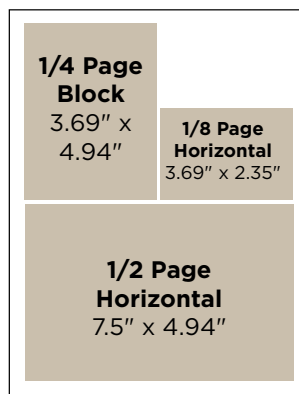
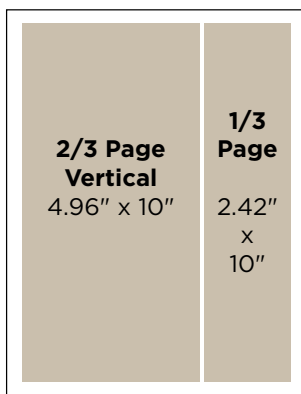
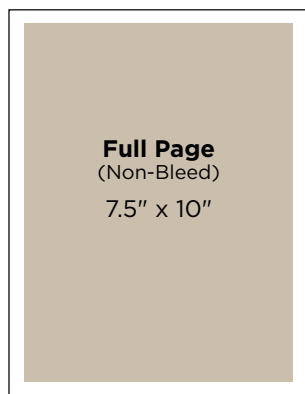
If you have a stake in stimulating new migration into West Virginia, don't miss this opportunity to communicate your message to highly mobile creatives in the most dynamic cities in the United States. Let's bring the brightest, best, and most capable inventors, designers, and entrepreneurs to West Virginia by offering great opportunities in this extraordinary place and time. We're recruiting twenty-first century job and place makers.

Advertising Rates and Sizes

THE MAKER'S GUIDE TO

OPPORTUNITY

Contact Rebecca Kimmons
at rebecca@createwv.org
with any questions and to reserve your space today!



Ad Location	Investment
Back cover	\$3,500
Double truck	\$5,500
Inside front cover	\$2,800
Inside back cover	\$2,800
Page 1	\$2,500
Page 2	\$2,500
Page 3	\$2,500
Full page	\$2,000
Two thirds page	\$1,750
Half-page, horizontal	\$1,500
One-third page	\$1,350
Quarter page block	\$1,000
One-sixth page	\$750
One-twelfth page	\$400

Ad Size	Measurements
Full page, with bleeds	8.625" x 11.125" (bleed)
Dimensions are same for cover and interior ads	7.875" x 10.375" (trim)
	7.5" x 10" (live)
Full page, no bleeds	7.5" x 10"
Double truck	17" x 11.125" (bleed)
	16.75" x 10.375" (trim)
	15.875 in" x 10" (live)
Two-thirds page	4.96" x 10"
Half page, horizontal	7.5" x 4.94"
One-third page vertical	2.42" x 10"
One-third page, square	4.96" x 4.94"
Quarter page, block	3.69" x 4.94"
One-eighth page, horizontal	3.56" x 2.35"
One-sixth page, vertical	2.42" x 4.94"
One-twelfth page, vertical	2.42" x 2.4"

IMPORTANT INSTRUCTIONS

- All ads must meet professional design/copy standards, consistent with the design of *the Maker's Guide*. Ads that do not meet professional design/copy standards will be redesigned by *the Maker's Guide* for an additional fee. For an approved list of professional designers and copywriters, email rebecca@createwv.org.
- Title ad file as follows:
"Company Name_Makers Guide_ad."
- All ads must be submitted as high-res (300 dpi) tiffs or PDFs.
- All fonts must be outlined/flattened. We will not accept ads with live or embedded fonts.
- Images can be full bleed, but all text must stay within the "Live Area" margins, as applicable. We will not be held responsible for text that is trimmed or bound into the gutter.
- Submit all ad materials to rebecca@createwv.org.

IMPORTANT DEADLINES AND DATES:

- Dec. 16:** Ad space must be reserved by Friday, December 16
- Dec. 16:** Copy and art for ads that must be composed are due Friday, December 16
- Jan. 3:** Camera Ready Ads Due by Tuesday, January 3, 2017
- Jan. 19:** Magazine layout goes to print Thursday, January 19, 2017
- Feb. 2:** Publication in mail by Tuesday, February 2, 2017

ADDITIONAL FEES FOR AD DESIGN/COPY LAYOUT SERVICES:

- Full Page Ads:** \$200 to \$500, including proofs and two edits
 - Smaller Space Ads:** Up to 20% of ad space cost, including proofs and two edits
- An excessive proof fee of \$75 will be applied per edit above two.*



COME

Make West Virginia.



It's wide open for people with imagination, guts, and a strong drive to make a life that matters.

If you're a millennial with ideas but not much capital, or you're thinking up a second career, think about doing it in West Virginia.

Chances are very good that, if you have a great idea, you can get startup funding. And you can get access to people who want to help you succeed.



You'll find several maker labs in West Virginia where you can experiment and meet other people who think like you.

You can find communities where real estate costs are 10%, 15%, to 20% of going rates elsewhere. And they want you.



The West Virginia you'll find is not the West Virginia of 50 years ago. It has its challenges, but that's where you come in. We need problem solvers on every level.

Fewer than two million people live within 24,000 glorious, mountainous square miles, so if you're looking for big crowds and high rent, it's not for you. But if you want to be part of making livable communities, West Virginia could be your adventure of a lifetime.

Chances are, if you can dream it, you can do it in West Virginia. There's magic in West Virginia if you know where and how to look.

