

# The Pathfinder

The Heartland's Resource for Conscious Living

3212 Laclede Station Rd., St. Louis, MO 63143

www.pathfindnews.com • email: info@pathfindnews.com

The Pathfinder is a bi-monthly literary publication providing a network of resources for conscious and bountiful living — published since 1990.



2007/08 Rate Sheet

20,000/issue ~ Distributed in 12 states ~ over 400 Missouri/Illinois distribution points

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| Display Ad<br><i>fractions of a page</i> | SIZE in inches<br><i>width x height</i> | LAYOUT                                       | RATES             |                           |                       |                                    |
|--|---|--|-------------------|---------------------------|-----------------------|------------------------------------|
|  |   | orientation<br><i>horizontal or vertical</i> | 1x<br><i>once</i> | 2-3x<br><i>2-3 issues</i> | 6x<br><i>6 issues</i> | Special<br><i>3-6x<sup>s</sup></i> |
| FULL                                     | 10 1/4 x 12 3/4                         | --   | \$750             | \$700                     | \$650                 | \$625                              |
| 1/2                                      | 10 1/4 x 6 1/4                          | H  | \$475             | \$400                     | \$350                 | \$325                              |
| 1/4                                      | 2 3/8 x 12 3/4                          | V  | \$280             | \$240                     | \$200                 | \$180                              |
| 1/4                                      | 5 x 6 1/4                               | H  | \$280             | \$240                     | \$200                 | \$180                              |
| 1/8                                      | 2 3/8 x 6 1/4                           | V  | \$160             | \$140                     | \$125                 | \$90                               |
| 1/8                                      | 5 x 3                                   | H  | \$160             | \$140                     | \$125                 | \$90                               |
| 1/16                                     | 2 3/8 x 3                               | V  | \$90              | \$80                      | \$70                  | \$60                               |
| 1/16                                     | 5 x 1 3/8                               | H  | \$90              | \$80                      | \$70                  | \$60                               |
| 1/32 *                                   | 2 3/8 x 1 3/8                           | H  | \$45              | \$40                      | \$35                  | \$30                               |
| 1/32                                     | 1 3/8 x 2 3/8                           | V  | \$50              | \$45                      | \$40                  | \$35                               |

\* a 1/32 page ad is about 2/3 the size of a business card | <sup>§</sup> e.g., Nonprofits, organizations, etc.



### With 6x display contract

- ◆ NEW! FREE basic calendar listing (other calendar/classified listings, 25¢ a word)
- ◆ Free 3-line† Resource Directory‡ listing (category, your choice; additional listings, ‡ \$5 each).
- ◆ 700-1000 word article (approx.), promotion or profile during contact year.

### With 2-3x display contract

- ◆ Free 3-line† Resource Directory‡ listing (category, your choice; additional listings, ‡ \$5 each).
- ◆ 700-1000 word article (approx.), promotion or profile during contact year.

† \$20 for 3-line Resource Directory listing without display ad. (Resource listing(s) without display ad available only with 6x contract.)

‡ Add another line to your Resource Directory listing, e.g., a web or email address, to make a 4-line Resource listing for \$5 more.

Reminders are sent out two weeks prior to due date. (This is a "budget-billing" feature – allowing you more flexibility.) Reminder will specify payment due date.

