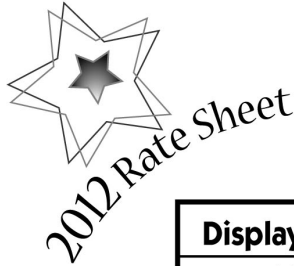


The Pathfinder is a bimonthly news & inspiration digest providing a network of resources for conscious and bountiful living — since 1990.

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Yearly distribution 90-100,000
 Distributed mainly in MO • IL • IA • and other Midwest states.

The new Pathfinder is longer by 4" than the "old" Pathfinder so your ad can have greater impact at a greater value.

a 1/32 page ad is approx. 2/3 the size of a typical business card

Display Ad		SIZE			NEW RATES & Sizes				
Inches	Orientation H=horizontal V=vertical	in inches			1x 1 issue	2-3x 2-3 issues	6x 6 issues	Nonprofit	Special Promotional Rate
	Width	x	Height						
Full	—	10 1/8	x	16 1/8	\$950	\$800	\$650	\$600	CALL for info about our Special Promotional Rates
1/2	H	10 1/8	x	8 1/8	\$525	\$450	\$400	\$350	
	V	5 1/8	x	16 1/8					
1/4	H	5	x	8 1/8	\$375	\$325	\$275	\$225	
	V	2 3/8	x	16 1/8					
[old 1/4]	H	5	x	6 1/8	\$325	\$275	\$225	\$175	
	V	2 3/8	x	12 1/8					
1/8	H	5	x	4	\$200	\$175	\$150	\$125	
	V	1 3/8	x	8 1/8					
1/10 [old 8th]	H	5	x	3	\$175	\$150	\$130	\$95	
	V	1 3/8	x	6 1/8					
1/16	H	5	x	1 3/8	\$90	\$90	\$75	\$65	
	V	2 3/8	x	3 3/8					
1/20 [old 16th]	H	5	x	1 3/8	\$90	\$80	\$65	\$60	
	V	2 3/8	x	3					
1/40 [old 32nd]	H	2 3/8	x	1 3/8	\$55	\$45	\$35	\$30	
	V	1 3/8	x	2 3/8					



All Advertisers receive a FREE 3-line Resource Directory listing

(name of business or person, city/state, phone (or email or webaddress)** To list phone, email and webaddress, add \$5 to ad cost.

Calendar Listings >> FREE 30 words. With 6x ad display run, 50 words free (not including contact name, address, phone). After that, 25 cents/word.

With 6x display ad run

◆ **2-FREE 3-line Resource Directory listings** (category, your choice; additional listings, \$5 each).

◆ 1000+ word article, promotion or profile during contact year.



- **Payment by the Year, or per issue are available options.** If per issue, please note that Reminders are sent out approximately 10-15 days prior to due date.
- Extended payment time frame is permitted under special conditions. Contact the number above if that should become necessary.