

# High Country EXPLORER™

Visitors staying in the High Country's cabins and condos have always been the hardest to reach with advertising.

They're isolated. They don't get, or want, a newspaper (unless they're building a fire). There's no front desk or concierge. They're not near a brochure rack. They're not listening to the local radio station and they sure aren't reading a phone book!

But they have money to spend – families and groups in cabins and condos have higher than average disposable income – and a short period of time in which to spend it. You don't want to miss out!

**Now there's a new publication that really hits home. It's the High Country Explorer™.**

The High Country Explorer is a unique vacationer's guide with a magnetic strip that keeps it on the refrigerator year round.

You get maximum exposure multiple times a day to groups of people looking for something to eat, somewhere to go, something to do, something to buy. They want to explore. That's part of the fun of vacation!

No other medium reaches the High Country vacationer like the High Country Explorer.

## COMPARE CIRCULATION:

COST PER  
THOUSAND:  
**\$2.55**

Distribution in 5,000 vacation homes, condos, cabins and chalets.

Average number of vacationers per location per year: 100 (average of 20 rentals, average of five guests each)

**TOTAL VACATION  
CIRCULATION: 500,000+**

## BONUS CIRCULATION!

We'll also distribute copies to student apartments in the High Country, and college students have huge buying power. (Ask their parents!)

**AN EVEN BIGGER BONUS!**  
Vacation homeowners will see your ads, too. Wouldn't you like to bring them to your business?

**2007 RATE CARD**



BRINGING 500,000  
VISITORS TO YOUR DOOR

208 HOWARD STREET • BOONE, NC 28607 • 877-922-1212 (TOLL FREE) • 828-265-3779 (LOCAL OFFICE) • 828-773-9233 (CELL)

ACTIVITIES • MENUS • SHOPPING • STUDENTS

# RATE CARD 2007



REACHING HARD-TO-REACH VISITORS LIKE NO OTHER MEDIUM

## HIGH COUNTRY



EXPLORER™

## A COMPLETE MARKETING PLAN



There is more to the High Country Explorer than the best advertising medium for reaching vacation visitors. We're building in extras that turn advertising in the Explorer into a complete marketing program for your business. At no additional cost, nearly 140,000 special Explorer discount cards will be provided to rental management companies to distribute to their guests. This card will feature offers from our advertisers - anything you choose to drive additional traffic to your door and to help track your results. Also, door stickers will be provided to all discount card advertisers to help visitors identify and remember them. The High Country Explorer won't just be on the fridge. It'll be in visitors' pockets and on your door, multiplying the effect of your advertising investment and helping close the loop on extra sales. Finally, the High Country Explorer website (highcountryexplorer.com) is online 24/7 with your ad and discount offer.

[www.highcountryexplorer.com](http://www.highcountryexplorer.com)



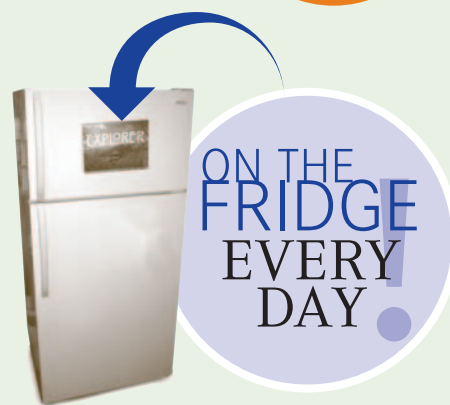
## COMPARE RATES:

### FULL YEAR/FULL PAGE

NEWSPAPER*	MAGAZINE*	VACATION PLANNER*	<b>EXPLORER</b>
\$55,130	\$20,520	\$3,600	<b>\$1,275</b>

### FULL YEAR/HALF PAGE

NEWSPAPER*	MAGAZINE*	VACATION PLANNER*	<b>EXPLORER</b>
\$26,676	\$13,338	\$1,900	<b>\$850</b>



## 2007 ADVERTISING RATES

(All rates black and white except for Outside Back Cover position. Four-color process is available on all other pages for additional charge.)

## AD SIZES

(For acceptable digital file formats, please contact a High Country Explorer Representative.)

Ad size	Price
Half Page	\$ 850
Full Page	\$1275
2-Page Spread	\$2195

### Special Positions

Sectional Tab Page	\$1550
Tab and Page Spread	\$2475
Inside Front Cover	\$1710
Inside Back Cover	\$1600
Outside Back Cover (includes four color process printing)	\$2320

**Color:** Add \$425 for four-color process printing. Color now available on all pages.

**Installment Plan:** Monthly payment plan available on all placements.

Ad	Size
Half Page	5" x 7.5"
Full Page	7.5" x 10"
2-Page Spread (each page)	7.5" x 10"

### Special Positions

Sectional Tab Page	7.5" x 10"
Tab and Page Spread (each page)	7.5" x 10"
Outside Back Cover (1" space allotted for magnet)	6.5" x 10"

## NO WASTE

Unlike newspapers, magazines, billboards, radio, rack brochures, yellow pages or any other medium, there is no wasted circulation with the High Country Explorer. It goes only to visitors with money to spend, and it's waiting for them when they check in!

## MULTIPLE INSERTION DISCOUNT

When you buy multiple ads, you pay regular price for your first ad and get additional ads at 20% off the listed price.

**Materials deadline: September 1, 2006**

## CHOOSE THE RIGHT SECTION (OR SECTIONS) FOR YOUR BUSINESS

**MENUS:** Restaurants, Coffee Shops, Bakeries, Pubs put your menus here to drive traffic for the whole year!

**ACTIVITIES:** Parks, Attractions, Skiing, Golf, Gem Mining, Fishing, Horseback Riding, Mountain Biking...

**SHOPPING:** Antiques, Fashions, Souvenirs, Crafts, Sporting Goods, Galleries, Bookstores, Wine, Food...

**STUDENT SERVICES:** Ski Equipment Rental, Bike Rental/Repair, Auto Repair, Cell Phones, Banking...

