



2012 WINTER CARNIVAL

This special edition will preview the 99th annual festival

A Steamboat tradition continues.

Since 1914, Steamboat Springs has held the oldest Winter Carnival west of the Mississippi River. We're joining in the historic celebration by publishing the official 2012 Winter Carnival Guide.

Our special section gives locals and out-of-town visitors an informative program about the events and history of the week-long festival, including the entire schedule of events. The 2012 Winter Carnival Guide will give you an opportunity to provide extra exposure for any of your Winter

Carnival promotions and specials.

The special section will publish in the *Steamboat Today*, and in the *Steamboat Pilot & Today*. Once again, we will provide extra copies of the Winter Carnival Guides to the concierge desks at many of Steamboat's finest lodges, downtown merchants and at locations on the mountain.

With a combined circulation of more than 17,000 in both the *Steamboat Pilot & Today* and the *Steamboat Today*, along with the distribution at concierge desks, your marketing dollars are given extra value.

ADVERTISING RATES:

Full Page	\$850
Half Page	\$525
Quarter Page.....	\$325

All prices include full color.

ADVERTISING DEADLINE:

Monday, Jan. 16

PUBLICATION DATES:

Steamboat Pilot & Today — Feb. 5
Steamboat Today — Feb. 10

P.O. Box 774827 | 1901 Curve Plaza | Steamboat Springs, CO 80477 | (970) 879-1502 | Fax (970) 879-7541