

WINTER 2006-07

SKI AND SNOWBOARD SPECIAL

Mammoth Monthly announces its first SKI AND SNOWBOARD SPECIAL issue, **published November 1 with five-month free distribution of 100,000 copies throughout Mammoth, Bishop, the Eastern Sierra, Southern California, Reno and Las Vegas.** Introduce and promote your business, products and services to Mammoth visitors, second homeowners and locals with a targeted ad in the Ski and Snowboard Special. The issue will be distributed in more than 450 locations in outdoor retail shops, gyms, cafes, restaurants, grocery stores, hotel rooms and condo lobbies. This special issue will also be distributed at the big Ski Dazzle consumer show in Southern California. Highlight your business to selective customers throughout Mammoth's biggest season in the Mammoth Monthly SKI AND SNOWBOARD SPECIAL issue.

The Mammoth Monthly SKI AND SNOWBOARD SPECIAL ISSUE, with **more than three times our average circulation**, will include features on:

- The latest skiing news from Mammoth Mountain Ski Area
- Improvements to Mammoth Mountain Ski Area
- Mammoth Mountain, June Mountain and Tamarack Cross Country Ski Area trail maps
- The latest in ski, snowboard and Nordic gear and equipment
- The best ski and snowboard runs on Mammoth and June mountains
- Mammoth food and drink guide
- A selective look at winter's biggest events in Mammoth
- Tamarack Cross Country Ski Center - what's new
- Trends in skiing, snowboarding, and Nordic skiing
- The best places to cross country ski and snowshoe around Mammoth
- A look at planned changes for Mammoth's Main Lodge and Eagle Lodge

Reservation Deadline: Mon., Sept. 18 at 5 p.m.

Ad Artwork Deadline: Wed., Oct. 4

Street Date: Wed., Nov. 1

Distribution: Mammoth, Bishop and the Eastern Sierra, Southern California, Reno and Las Vegas throughout the ski and snowboarding winter season, until approximately March 31 (or while supplies last).

To reserve your space, please call Debby Christiana at 760-920-2210 or email MmthMonthlyDebby@aol.com.

RATES

SKI AND SNOWBOARD SPECIAL

Placement	10x	6x	3x	1x
Back Cover	\$2,619.	\$2,882.	\$3,256.	\$3,479.
Inside Front or Inside Back Cover	2,476.	2,724.	3,078.	3,288.
Full Page (Front)	2,352.	2,587.	2,924.	3,125.
Full Page (Back)	2,302.	2,533.	2,862.	3,058.
Full Page (R.O.B.)	2,047.	2,251.	2,543.	2,718.
1/2 Page (Front or Back)	1,453.	1,599.	1,806.	1,930.
1/2 Page	1,263.	1,390.	1,571.	1,679.
1/4 Page	752.	828.	934.	998.
1/8 Page	432.	476.	537.	574.

Circulation: 100,000

Street Date: Nov. 1 through March 31 (while supplies last)

Distribution: Mammoth, The Eastern Sierra, Southern California, Reno and Las Vegas in over 450 locations