

# High Country News

**2024**

**Media Kit**

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*High Country News* is a nonprofit news organization dedicated to coverage of the Western United States. *HCN's* mission is to inform and inspire people to take action on behalf of the West's human and natural communities.

For more than 50 years, *HCN* has been a leader in coverage of the West's public lands, water, wildlife, conservation efforts and climate. More recently, *HCN* has been the home of an effort to produce reporting on Indigenous affairs written for those communities, not only about them.

## Coverage Areas



## Selected Awards

- Best Feature Story, 2021 National Native Media Awards, “How the Supreme Court upended a century of federal Indian law”
- 2020 Polk Award for Education Reporting, “Land-grab universities”
- 2020 Investigative Reporters and Editors Award, “Land-grab universities”
- Award of Excellence, 42nd Best of Print News Design, Society for News Design, “Land-grab universities”
- Silver, 2020 AAAS Kavli Science Journalism Award, American Association for the Advancement of Science, “The only catfish native to the Western U.S. is running out of water”
- 2018 James Beard Foundation Journalism Awards: Foodways, “The Teenage Whaler’s Tale”
- 2018 Thomas L. Stokes Award for Best Energy and Environment Writing, National Press Foundation, “The rising risks of the West’s latest gas boom”

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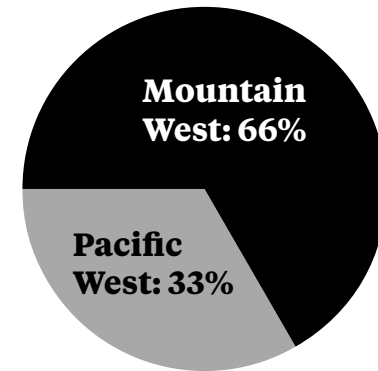
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*High Country News* reaches more than 500k engaged readers on a monthly basis across print, newsletters, social media and website visitors. Our audience includes students and instructors; land management and wildlife professionals; NGO staff; elected leaders from the federal, tribal, state and local levels; Indigenous communities; passionate Westerners and those who experience the West from afar.

## Print

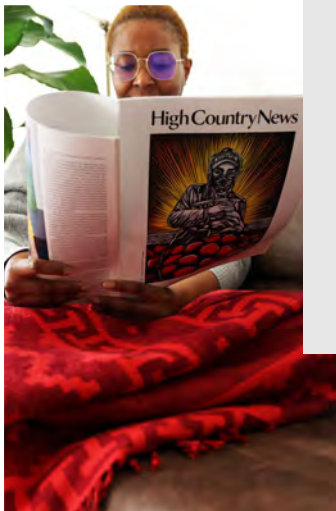


Age of typical print subscriber: 55 & up

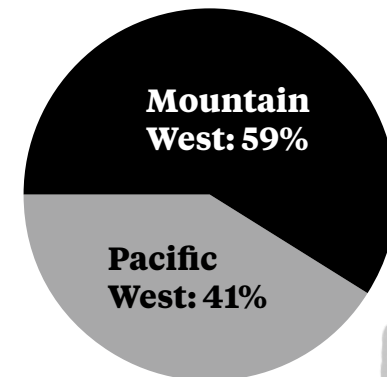
## Special Audience Programs

**HCNU:** *High Country News* provides free educational access to instructors and students across the country, at the university level and K-12. All participants receive online access as well as digital or print subscriptions. Between 200 to 300 participating educators per semester, reaching as many as 9,000 students.

**Legislative:** Thanks to support from donors, *High Country News* is able to provide subscriptions to congressional offices that represent Western states. Subscriptions are mailed to dozens of representatives across the West.



## Digital



Age of typical frequent web reader: 25 to 34

# SPECIAL OPPORTUNITIES

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*High Country News* hosts live events, virtual events, livestreams, contests and other opportunities to engage with readers in unique ways and special venues across the West.

Events and opportunities can vary, but historically, *High Country News* has held contests for writing and photography, reading programs, regional meet-ups, parties at our Paonia, Colorado, home base, virtual supporter events and other ways readers can interact directly with *HCN*.

Contact [advertising@hcn.org](mailto:advertising@hcn.org) for upcoming opportunities or to discuss potential tailored options.



Events for readers and donors. Past venues have included the Denver Botanical Gardens and the Wing Luke Museum in Seattle.



Conversations with experts and Western leaders as well as behind-the-scenes looks at how stories were reported



Student essay competitions, reader photo contests and more.

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# PARTNER PROGRAM

*High Country News* prizes its community of partner organizations also working toward an informed and inspired West. To further support this work, *HCN* offers special advertising rates and opportunities to members of our advertising partner program.

## Benefits:

- Reduced advertising rates
- Potential media trades
- First notice about special opportunities



## How to join

If your organization serves the Western U.S. with a focus area that overlaps with *High Country News*' work, please reach out to **[advertising@hcn.org](mailto:advertising@hcn.org)** to inquire about our advertising partner program. We welcome inquiries from all organizations that represent members of groups typically excluded from discussions of climate, the environment, public lands, outdoor recreation or other topic areas we cover.

*Existing advertisers: If you have advertised with HCN in the past five years, you may be eligible for the partner program. Reach out to **[advertising@hcn.org](mailto:advertising@hcn.org)** to inquire.*



**Western  
Environmental  
Law Center**



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# DISPLAY

## Standard IAB Units



**Billboard: 970x90**

Desktop



**Super Leaderboard: 970x250**

Desktop



**Leaderboard: 728x90**

Desktop



**Smartphone banner: 320x50**

Mobile



**Medium rectangle: 300x250**

Desktop, mobile

*\*Images not to scale.*

## Guidelines

**Creative type:** JPG, GIF

**File size limit:** 200kB

**Position:** Run of site

- Ads with a white background must have a black border.
- A max of five different creatives may be run at one time.
- Creatives may be changed three times during a 30-day period.
- Creative is due three days before an ad is scheduled to run.
- No third-party trackers are allowed.

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# DISPLAY

## Expanded Ad Units

### Video Ads

Feature your video content. Available in a variety of sizes.

*Required:*

- Hosted video link
- Destination URL
- Title
- Description
- Optional
- Logo

### Image Galleries

Useful for real estate, businesses and more

*Required:*

- Image(s)
- Destination URL

*Optional:*

- Title
- Description
- Logo

Additional options for real estate are available. Inquire at [advertising@hcn.org](mailto:advertising@hcn.org).

### Hiring Showcase

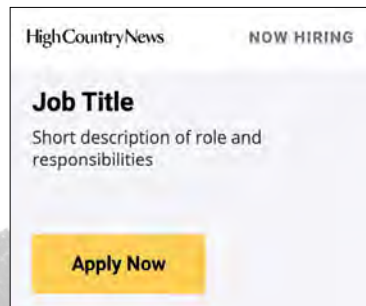
Highlight one or more open positions

*Required:*

- Logo
- Destination URL
- Job title and short description

*Optional:*

- Additional job information
- Individual job links



*\*Images not to scale.*

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*High Country News* publishes multiple email newsletters with advertising opportunities.

### Weekly newsletters

Our flagship newsletters are sent on Tuesdays and Fridays and include recent articles from hcn.org and the magazine as well as special news and appeals.

### Indian Country Newsletter

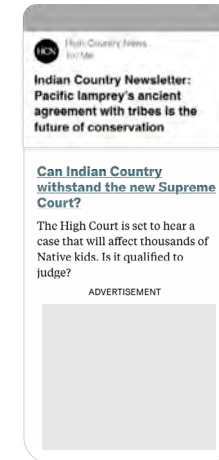
A monthly email newsletter with highlights from our Indigenous Affairs desk that typically is sent on the second Saturday of the month.

### Special newsletter projects

*HCN* produces email newsletter projects for specific topics or terms that may include advertising. Inquire for more information.

## Guidelines

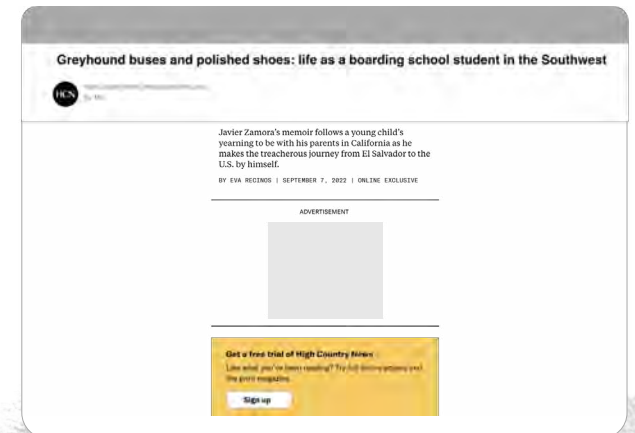
- Creative type:** JPG, PNG or GIF (animation accepted)
- Dimensions:** 300x250
- File size limit:** 200kb
- Creative is due three days ahead of a scheduled send date.



**300x250**

Desktop, mobile, tablet

*\*Images not to scale.*

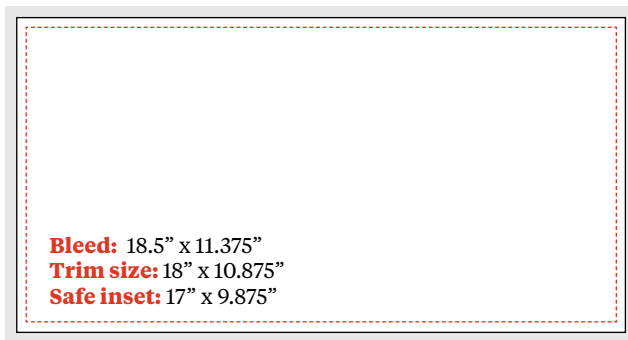




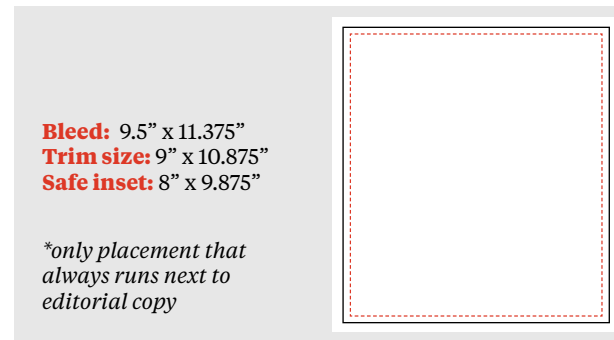
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Print ad options are available to fit your creative needs and budget.

### 2-page spread



### 3rd cover\*

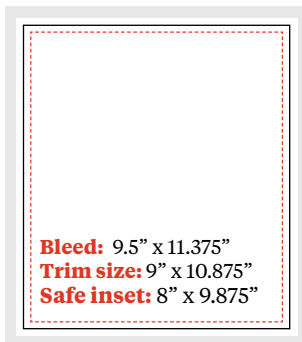


## Guidelines

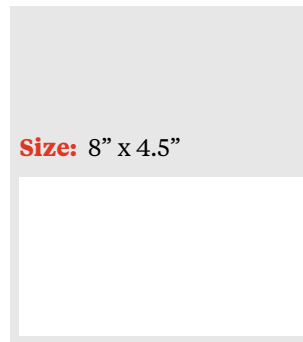
**File type:** PDF or JPG  
**Minimum resolution:** 300 dpi  
**Bleed:** .25" all around  
**Safe inset (with bleed):** .75" all around

Files saved as CMYK with no crop marks or color bars.

### Full page



### 1/2 page horizontal



### 1/4 page



### 1/8 page



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Issue	Publish Date	Reservations Due	Materials Due
January 2024	01.01.2024	11.13.2023	11.20.2023
February 2024	01.29.2024	12.11.2023	12.18.2023
March 2024	02.26.2024	01.08.2024	01.15.2024
April 2024	04.01.2024	02.12.2024	02.19.2024
May 2024	04.29.2024	03.11.2024	03.18.2024
June 2024	05.27.2024	04.08.2024	04.15.2024
July 2024	07.01.2024	05.13.2024	05.20.2024
August 2024	07.29.2024	06.10.2024	06.17.2024
September 2024	08.26.2024	07.08.2024	07.15.2024
October 2024	09.30.2024	08.12.2024	08.19.2024
November 2024	10.28.2024	09.09.2024	09.16.2024
December 2024	12.01.2024	10.14.2023	10.21.2024



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# RATES

## Print

	1x	3x	6x	12x
<b>2-page spread</b>	\$14,875	\$13,380	\$12,640	\$11,900
<b>3rd cover</b>	\$8,500	\$7,650	\$7,225	\$6,800
<b>Full page</b>	\$4,250	\$3,825	\$3,610	\$3,400
<b>1/2 page</b>	\$2,400	\$2,160	\$2,040	\$1,920
<b>1/4 page</b>	\$1,300	\$1,170	\$1,105	\$1,040
<b>1/8 page</b>	\$600	\$540	\$510	\$480

## Packages

	1x	3x	6x	12x
<b>Platinum</b>	\$5,355	\$5,050	\$4,760	\$4,460
Full page ad, standard IAB display units, one email newsletter ad				
<b>Gold</b>	\$3,690	\$3,485	\$3,280	\$3,075
1/2 page ad, standard IAB display units, one email newsletter ad				
<b>Silver</b>	\$2,700	\$2,550	\$2,400	\$2,250
1/4 page ad, standard IAB display units, one email newsletter ad				
<b>Bronze</b>	\$2,070	\$1,955	\$1,840	\$1,725
1/8 page ad, standard IAB display units, one email newsletter ad				

## Website

	30 days	7 days
<b>Standard IAB package</b> Leaderboards and medium rectangle	\$1,200	\$500
<b>Single placement</b> Choose from standard or expanded units	\$500	\$175

## Newsletters

1x	3x	6x	12x
\$500	\$450	\$425	\$400

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# CLASSIFIEDS

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*High Country News* offers classified ads in print and online as an affordable, effective option for certain advertising needs. *HCN* classified ads are popular for job listings, real estate, publications, professional services, tours, trips and more.

Classified ads are placed through a self-service system at **classifieds.hcn.org**, allowing you to edit your ad, control your budget, upload images and update your ad when needed.

*\*There's a 36-hour review window for all ads. Ads cannot be placed via the self-service system within the review window ahead of an issue's deadline. Contact [advertising@hcn.org](mailto:advertising@hcn.org) to request a classified ad in the 36 hours before an issue's deadline.*

Issue	Publish date	Classified deadline
January 2024	01.01.2024	12.04.2023
February 2024	01.29.2024	01.01.2024
March 2024	02.26.2024	02.05.2024
April 2024	04.01.2024	03.04.2024
May 2024	04.29.2024	04.01.2024
June 2024	05.27.2024	05.06.2024
July 2024	07.01.2024	06.03.2024
August 2024	07.29.2024	07.01.2024
September 2024	08.26.2024	08.05.2024
October 2024	09.30.2024	09.02.2024
November 2024	10.28.2024	10.07.2024
December 2024	12.01.2024	11.04.2024

## Packages

**30** days online only

Prices start at \$40

**1** print issue **30** days online

Prices start at \$50

**3** print issues **90** days online

Prices start at \$100

**6** print issues **180** days online

Prices start at \$200

**12** print issues **365** days online

Prices start at \$350

*\*Prices are subject to upgrades and, for print ads, the number of lines of text.*



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## **Mission**

*High Country News* strives to inform and inspire people to act on behalf of the diverse natural and human communities of the Western United States. *HCN* accepts advertising in support of that mission from partners that share our commitment and values.

Advertising will take up no more than one third of the magazine on average. *HCN* encourages advertisers to subscribe and offers a 10% discount on advertising rates for subscribers.

## **Restrictions**

*HCN* does not accept ads for illegal drugs or paraphernalia for illegal drugs, sexual escort services, tobacco or check-cashing services. *HCN* does not endorse, directly or by implication, any products, services or ideas except those promoted directly by the organization.

## **Approval**

All contents of advertisements are subject to approval. *HCN* reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without cause. *HCN* may also insert the word “advertisement” above or below any copy.

## **Cancellation**

Cancellation of any insertion order will require the advertiser to pay the published standard rates for any ads already run, regardless of quoted price in the insertion order. In addition, the advertiser will pay a 10% penalty on the remaining ads being canceled. Full payment will be charged for all contracts canceled after the space reservation/ copy deadline. Classified ads are nonrefundable.

## **Sponsorship**

As a 501(c)(3) nonprofit organization, *HCN* accepts tax-deductible sponsorships to support its mission. A sponsorship is defined as a mutually beneficial exchange where *HCN* obtains support for a specified activity and the sponsor receives acknowledgement in return for cash, products or services-in-kind to *HCN*. Sponsorship agreements may vary, and all aspects of a proposed sponsorship are subject to negotiation. *HCN* reserves the right to refuse or cancel sponsorship from entities whose actions, policies or operations are not in keeping with the organization’s mission. *HCN* retains all control over the operation of sponsored programs.

# TERMS & CONDITIONS

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1. *High Country News* ("Publisher") will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the Advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder.

2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to *High Country News* without the prior written permission of the Publisher.

3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period.

4. Agency commission: 15% to recognized agencies at the discretion of the Publisher. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New Advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion.

5. The Advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice.

6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and, if accepted, charged at regular rates. Such errors will be regarded as only clerical.

7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box.

8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions.

9. Advertisements in other than standard sizes are subject to Publisher's approval.

10. Rates, conditions and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were

earned or they will be deemed expired.

11. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). Publisher online "space reservation forms" for special issues are considered by Publisher as orders and binding in all ways.

12. Reproduction quality is at the Advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date.

13. No rebate will be allowed for insertion of wrong key numbers.

14. The Advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agrees that Publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.

15. The Advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the Advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the Advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing or publishing of such advertisement ("Claims"). In the event that any advertising campaign for Advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the Advertiser or by the Publisher on behalf of the Advertiser, the Advertiser also agrees to indemnify and save harmless Publisher against any and all losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the Advertiser including, without limitation,

those arising from any claims.

16. The Advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof.

17. All orders accepted are subject to acts of God, fires, strikes, accidents or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing *High Country News*.

18. All advertisements must be clearly identified by the trademark or signature of the Advertiser.

19. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter.

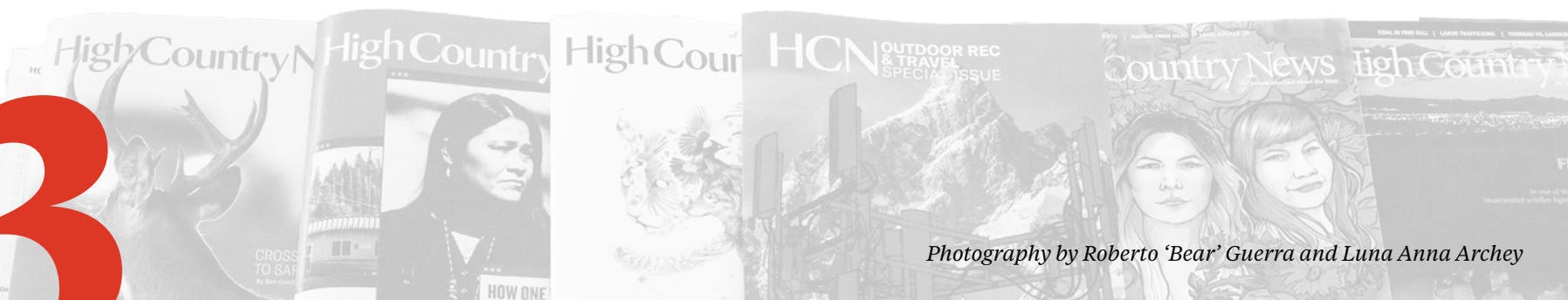
20. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be canceled or changed by the advertiser without the acknowledgement and acceptance of Publisher. If orders are not timely canceled, the Advertiser agrees that it will be responsible for the cost of such canceled advertisements.

21. The Advertiser agrees to reimburse Publisher for its attorneys' costs and fees in collecting any unpaid billings for advertisements.

22. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

23. All issues related to advertising will be governed by the laws of the State of Colorado applicable to contracts to be performed entirely therein. Any action brought by Advertiser against Publisher relating to advertising must be brought in the state or federal courts in Denver, Colorado, and the parties hereby consent to the jurisdiction of such courts.

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Photography by Roberto 'Bear' Guerra and Luna Anna Archey