



TUNA News is the official newsletter of The Utah Nordic Alliance (TUNA), a non-profit organization which supports Nordic skiing in all its forms.

TUNA News is published six times a year. It is mailed to the members of The Utah Nordic Alliance and nordic groups in the Intermountain region. Additional copies are distributed to touring centers, retail outlets and coffee shops in Park City, the Cottonwood Canyons and the greater Salt Lake area.

## ADVERTISING SALES

Please send ads to:

[suzi@suzielmore.com](mailto:suzi@suzielmore.com)

Suzi Elmore, Elmore Design

801-989-7360

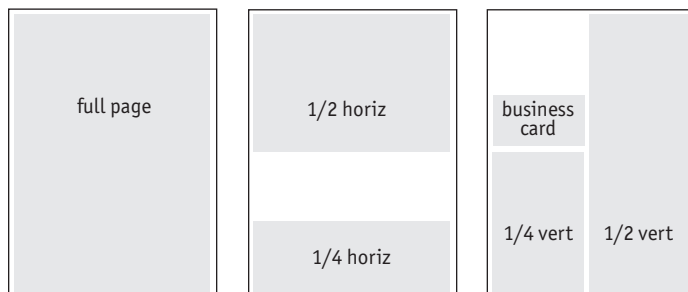
## AD GUIDELINES

Please prepare print ads according to these guidelines. We will be happy to design your ad for you. Any questions can be directed to Suzi Elmore at [suzi@suzielmore.com](mailto:suzi@suzielmore.com)

1. All materials must be provided as digital files.
2. High resolution **pdf or jpg files** are preferable formats.
3. Images should be in **greyscale format**, not RGB.

Images should be **HIGH RESOLUTION**, at least **300 ppi** at the size used in the ad.

## AD RATES AND SIZES



| Size           | Dimensions (w x h) | Single issue | 4 x   | 5 or 6 x |
|----------------|--------------------|--------------|-------|----------|
| Full page      | 7.5" x 9.5"        | \$270        | \$225 | \$195    |
| 1/2 page vert  | 3.625" x 9.5"      | 175          | 145   | 125      |
| 1/2 page horiz | 7.5" x 4.75"       | 175          | 145   | 125      |
| 1/4 page vert  | 3.625" x 4.75"     | 110          | 95    | 80       |
| 1/4 page horiz | 7.5" x 2.75"       | 110          | 95    | 80       |
| Business Card  | 3.5" x 2"          | 75           | 65    | 60       |

## 2026-2027 AD DEADLINES

| ISSUE  | DISTRIBUTION | AD PLACEMENT | AD DEADLINE |
|--------|--------------|--------------|-------------|
| FALL   | OCT 15       | SEPT 15      | SEPT 20     |
| 2      | DEC 15       | NOV 15       | NOV 20      |
| 3      | JAN 15       | DEC 15       | DEC 20      |
| 4      | FEB 15       | JAN 15       | JAN 20      |
| 5      | MARCH 15     | FEB 15       | FEB 20      |
| SPRING | APRIL 25     | MARCH 25     | APRIL 1     |

## AD PLACEMENT

Business Name \_\_\_\_\_ Contact \_\_\_\_\_

ADDRESS \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

STREET or P.O. Box

TOWN/CITY

e-mail \_\_\_\_\_ Phone \_\_\_\_\_

AD Size: \_\_\_\_\_ Issue ☐ Fall ☐ Dec ☐ Jan ☐ Feb ☐ Mar ☐ Spring

**PAYMENT** — You will be **BILLED IN FULL** once an ad contract is confirmed. Checks are accepted. To pay via **Paypal or Venmo**, please contact: [treasurer@utahnordic.org](mailto:treasurer@utahnordic.org)

\_\_\_\_\_  
Name of Person Authorizing Ad Placement

\_\_\_\_\_  
Date



☐ Send all invoices to the e-mail listed above

☐ Use this alternate email \_\_\_\_\_

The Utah Nordic Alliance P.O. Box 9008 / Salt Lake City, UT 84109-0008 / [www.utahnordic.org](http://www.utahnordic.org)