

# North Forty News

970.221.0213

## Reach New Markets:

Wellington, LaPorte, Bellvue, Livermore, Red Feather Lakes  
and north Fort Collins,

including Terry Lake & Country Club areas

*Mailed to EVERY address EVERY month!*

## Our Demographics\*

- Over **82%** of our households own their own homes
- Over 25% earn more than **\$75,000** • Over 60% earn more than \$40,000
- **35%** are professionals, work in management or own their own business
- Median family income 10% higher than state average.

\*Based on North Forty News survey

*Professional advertising consultants to assist you*



- **Display Advertising**
- **Business Profiles**
- **Preprinted Insertions**
- **Here's My Card**

*Business card reference section*

- **Special Sections**  
*Gardening & Landscaping, Senior Spotlight, Equine and more.*

*Call us today!*

North Forty News

3101 Kintzley Ct. Unit J, LaPorte CO 80535-9393

Phone 970.221.0213 • Fax 970.221.4884

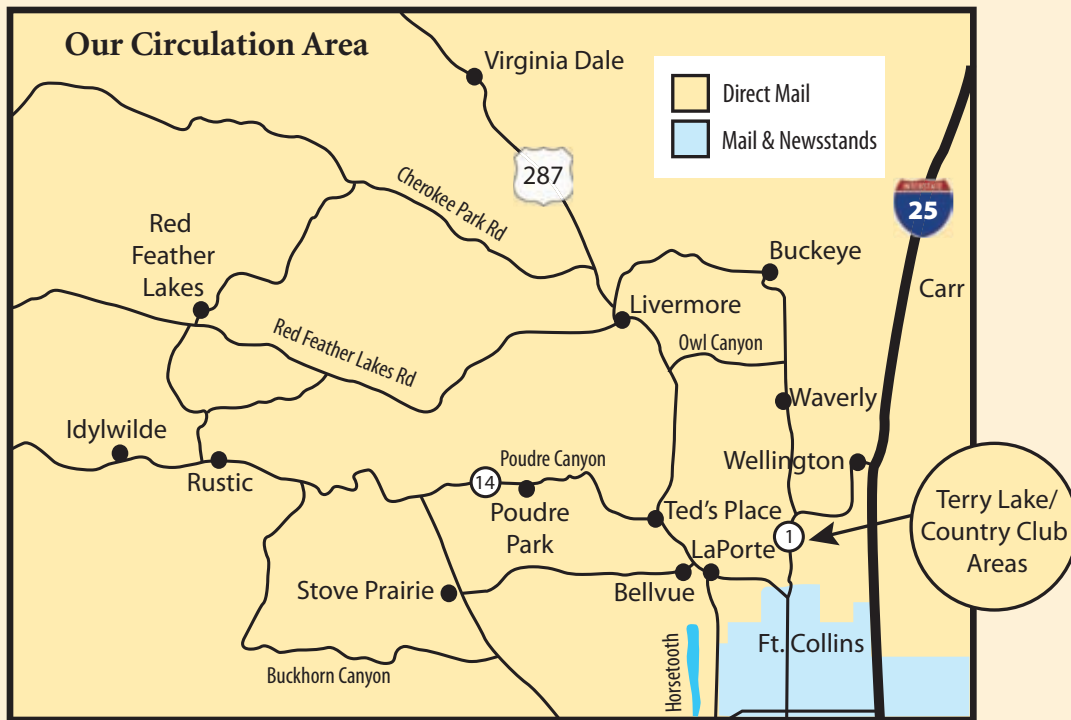
e-mail [info@northfortynews.com](mailto:info@northfortynews.com)

## Our Advantage

# North Forty News

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*Saturated direct mail, monthly to all homes & businesses  
in northern Larimer County*



*We blanket this market like  
no one else can!*

*“Ranch-Way Feeds has advertised consistently in the North Forty News since 1999. Because of the paper’s coverage, we feel it reaches our customers. But the real reason we continue to advertise in the North Forty News is that we support its strong local news coverage. No other paper covers happenings in our local area like the North Forty News.”*

Bonnie Szidon  
Ranch-Way Feeds, Fort Collins

*We have advertising options for every budget!*

## Market Area

# North Forty News

970.221.0213

## Business Profiles

### Time for winter vehicle inspections

Mark Johnson, owner of Gilsdorf Garage, is urging customers to prepare their vehicles for winter.

"Gilsdorf's seasonal inspection is a complete inspection of all major systems that must be in top shape to ensure you have a safe and reliable vehicle," Mark noted. The garage currently offers \$10 off for this inspection.

Gilsdorf Garage, located at Shields and Mulberry, carries the AAA approval rating and is a NAPA Autocenter, providing customers peace of mind since 1950. All technicians at Gilsdorf are ASE certified.

Brandon Pursley, service manager, sees many vehicles that get in trouble when the first cold snap hits, causing unexpected problems that leave customers stranded. The systems most frequently affected are electrical and cooling systems. Electrical requirements are higher in the winter, he pointed out, because



Mark, Nick, Brandon (front)  
Shaun, Fred and Barry (back)  
Gilsdorf Garage – 970-482-8684

of cold starts and the need for defrosters, heaters and lights. This demand loads up the alternator and battery.

During a seasonal inspection, technicians also check belts, hoses, radiators, tires, brakes, wipers, heaters, four-wheel-drive functions and all lights, to head off potential problems before they start.

Free shuttle service is provided for the customer's convenience.

Gilsdorf Garage is open Monday through Friday, 7:30 a.m. to 5:30 p.m. Schedule an appointment today, and enjoy trouble-free winter motoring.

## Business Profiles

Average price (as shown): \$225  
with prices starting at \$130

Ask about half-price profile  
in our weekly, *The Wellington!*

## Preprinted Insertions

Distribute your flyer for  
as little as \$70/thousand.

Deliver to your  
target market.

Specific zones available.



## Here's My Card!

**Gryphon Construction, LLC**  
residential agricultural commercial  
barns • arenas • shops • garages

Over 25 years of experience in all phases of construction

Dennis Kuipers 970.568.9855 office  
970.568.9866 fax  
970.567.1962 cell

1004 East County Road 70  
Wellington, CO 80549



www.lesterbuildings.com

Schiel Sewing Machine Service  
Repair & Service All Makes  
Vacuum Cleaners

Robert Schiel  
30 Year Business Owner, Retired

141 Tami Rd. Crystal Lakes  
Red Feather Lakes, Colo 80545

970 881 2777  
Pickup & Delivery in Area  
Sewing Mach. - Sergers - Commercial  
Scissors & Pinkers & Knives Sharpened



## Here's My Card Ad Rates

3 Months — \$67.50/month  
6 Months — \$62.50/month  
9 Months — \$60/month  
12 Months — \$57.50/month

Actual Size: 3" x 2"

2009 Business Profiles,  
Insertions & Here's My Card

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## Sample ad sizes & prices for 2009

Discounts available for extended schedules

10-inch ad  
\$212.50 for 1 issue

*Color available for  
as little as \$40*

6-inch ad  
\$130.50 for 1 issue

Quarter Page Vertical  
20-inch ad  
\$420 for 1 issue

4-inch ad (Business card size)  
\$89 for 1 issue

8-inch ad \$174  
for 1 issue

## Advertising Sizes

# North Forty News

**970.221.0213**

**Charges for color or premium placement**

**Specified Page:** ADD \$50

Not always available

**Right-Hand Read:** ADD \$25

Our choice of page

**Full Color:** for as little as \$40

**Electronic files**

We accept ads by e-mail saved in the following formats: PDF, TIFF, EPS or Adobe Illustrator.

Set up all color as CMYK. All black type or graphics must be 100% K. (Black as RGB or CMYK is a common mistake.)

**Deadlines**

The North Forty News publishes monthly. Advertising closing time varies but falls around the 20th of the month prior to the publication date.

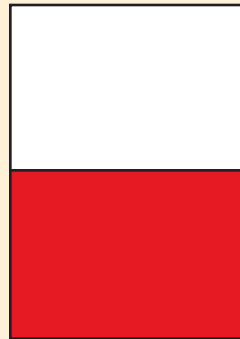
*All rates are subject to change. Please call to verify rates at the time you are ready to place your ad.*

**NOTE:** Ads that exceed 13 inches tall will be billed at 15 inches tall.

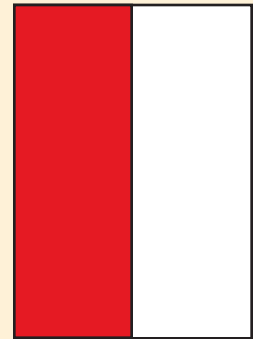
Many ad sizes are available. Some samples are shown below. Multiply the number of columns wide by the number of inches tall to determine the number of column inches for the ad. For further assistance, please call the office at 970.221.0213.



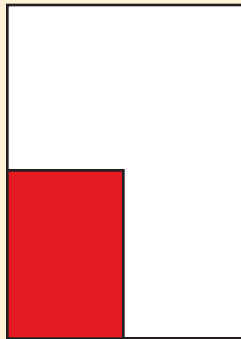
**Full-page**  
9.65" X 15"



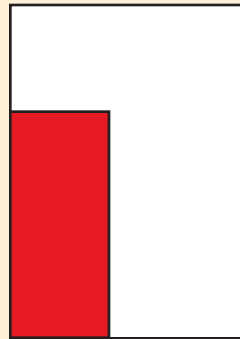
**1/2 Horizontal**  
9.65" X 7.5"



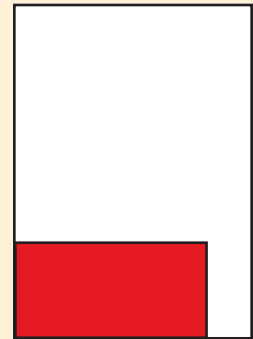
**1/2 Vertical**  
4.75" X 15"



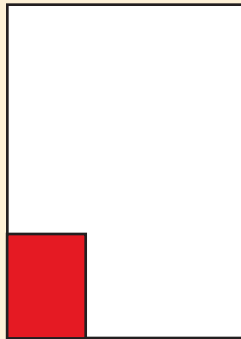
**1/4 Vertical**  
4.75" X 7.5"



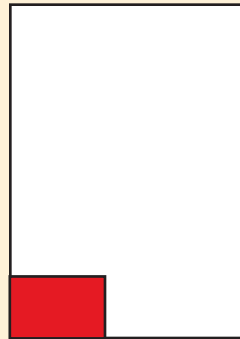
**20" Ad**  
2 columns x 10"



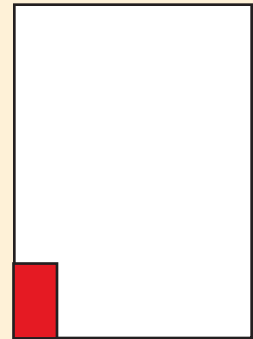
**20" Ad**  
4 columns x 5"



**10" Ad**  
2 columns x 5"



**6" Ad**  
2 columns x 3"



**4" Ad**  
1 columns x 4"

**Free ad design available**

**5 columns per page**  
**Widths of columns**  
**in inches**

- 1 column .....1.79
- 2 columns.....3.76
- 3 columns.....5.72
- 4 columns.....7.68
- 5 columns.....9.65

## Design Specifications