

2010 BEST OF THE WEST SOURCE BOOK

The Primary Source for Reaching Western Enthusiasts

THE WESTERN ENTHUSIAST'S BEST FRIEND!

When it comes to blending Old West facts with New West lifestyle, *True West* magazine keeps the public informed about the history behind the Western lifestyle people everywhere enjoy today.

Designed to help readers easily find the best businesses and professionals who can help them live a True Western lifestyle, we are happy to announce the 4th Annual *Best of the West Source Book* for 2010.

Featuring more than 2,000 listings, this one-of-a-kind guide will also showcase a "Best of the West" winner in more than 30 product categories.

An ad in *True West's 2010 Best of the West Source Book* will get repeat exposure in this must-keep edition that readers refer to time and time again.

Accept no substitutes. Let *True West's 2010 Best of the West Source Book* work for you all year long.

Reserve your space early and save big!
As much as \$755 per ad!

Ad Size	Standard Rate	Reserve by 9/1*	Reserve by 10/19*
Full page	\$3015	\$2260 Save \$755	\$2560 Save \$455
2/3 page	\$2100	\$1575 Save \$525	\$1785 Save \$315
1/2 page horizontal	\$1800	\$1350 Save \$450	\$1530 Save \$270
1/3 page square or vertical	\$1190	\$890 Save \$300	\$1010 Save \$180
1/6 page vertical	\$665	\$500 Save \$165	\$565 Save \$100
Trading Post Jumbo	\$445	\$330 Save \$115	\$375 Save \$70

* Contract and ad material due date

And there's more . . .

- Your business name will be included in the Advertiser Index. This index will feature a business reply card that readers can use to request more information about your business.
- Your listing will be printed in color and referenced in our state index—more visibility for you.
- Purchase a business directory listing in our online Western Business Directory for \$100 for 12 months—a great companion to your Source Book advertising.

Be there when they're ready to buy!



Call your account manager today!

888-687-1881 • truewestmagazine.com

ON SALE: DECEMBER 8, 2009

