

OFF-PISTE
SKI
ATLAS

OFFPISTESKIATLAS.COM



San Juan Mountain Range

2014 MEDIA KIT

THE WHO, WHAT AND WHERE.

Andy Sovick, a self-professed map-geek, has been skiing Colorado's backcountry his entire life.

He was born and raised in the northern ranges, attended college in the southern ranges, and now resides in the central mountains. He has a contagious passion for exploring new terrain and sharing his knowledge. His photography and writing have been published in mountain-based media such as the Mountain Gazette, Crested Butte Magazine, Great Colorado Bear Stories, by Laura Pritchett. Sovick's new San Juan Atlas is his second guidebook to hit the stands. He believes that sharing relevant information and photos about skiing the backcountry will help travelers spread out, get inspired to explore, and most importantly, make better and safer decisions.

In the making of the San Juan Atlas, Sovick worked with local mountain guides, photographers and pilots to ensure the most accurate information is passed on to the reader.

VIEWER DEMOGRAPHIC : EACH YEAR, MORE SKIERS ENTER THE BACKCOUNTRY.

He is the 38 year-old engineer on a hut trip, the 19 year-old college student hungry for exploration, the 50 year-old tourist on a guided tour. She is the 25 year-old Denver girl on an avalanche safety course, the 45 year-old natural food pioneer in her secret stash. Off-Piste skiers are a diverse group of people from many different places. Viewers of the book and website also include the friends and family of the backcountry skier looking for a gift.

CRESTED BUTTE ATLAS INAUGURAL YEAR SALES

Historical Views

Each book sold is estimated to be viewed by 10 or more "friends" per year.

Local Gear Shops total sales: 150

Local book stores total sales: 140

Online Sales Direct from website: 45

Donated books to fundraisers and events: 40

Total sold: 375

Total estimated views: 3,750

PROJECTIONS

Books: Through a new, aggressive approach to sales and distribution, Off-Piste Ski Atlas expects the San Juan Atlas annual sales to reach 800 copies.

ONLINE

With a brand new website and more aggressive marketing, OPSA expects online views to increase from 108 per month to 800 per month average in 2014-15. With new books every year, views from all over Colorado are expected to increase to 8,000 per month by 2017.

THE GUIDE GIVES AN ENORMOUS AMOUNT OF HELPFUL INFO.



Off-Piste Ski Atlas is a new type of guidebook. Simple, portable and durable. Stunning aerial photographs of ski terrain. The most important information a skier needs to go into the backcountry.

Schuykill

Pronounced "Shoo-kill", this area offers a variety of fantastic options for the more advanced rider (and skier). Beware that even though the area faces NE, the bowls are well-shaped, leading to a very diverse snowpack, wind-effect, and sun-effect.

ROUTE INFORMATION

- HOT LAP**
Short but sweet! Bowls of the area and sometimes only risk over on the skier's left.
- FIRST BOWL**
Climb and descend navigation mid-way down.
- BIRTHDAY BOWL**
Watch for cliffs on the skier's right mid-way down.
- TRANSQUILING BOWL**
From here the area loses elevation along the ridge, but there is much to explore in the Chagrin and areas.
- YOD'S**
- SNAKEY**
Ski-snowmobile transition area.

Summit Elevation: 11,400 ft
Elevation Loss: 2,200 ft
General Aspect: N through E

From Crested Butte: Go North on (Dillon) Road (205 S 116th) turn east on (Dale) Road (Road 124) continue 4 miles to the driveway on the left beyond McHadden-Lewis. Do not turn left on the road but climb across McHadden-Lewis. This is a private subdivision.

Dale River Road: Maintained to the trailhead parking area east of Mount McHadden-Lewis. Summer access typically to sports cars or snowmobile only.

The development parking area is here. It is well-park responsibly, and is accompanied with the provided signage. This is posted on our very home.

The Dale River trailhead serves locals, hiking, snowmobiling, snowmobiling, and backcountry skiing.

Snowmobilers are permitted in the area, though not necessarily used nor recommended for accessing the Schuykill ski route.

High altitude is the signature of the Schuykill portion of the Crested Butte backcountry. Backpack through the snow that keeps places cool. Snowmobiles, skis, and snowshoes are the only vehicles to get Schuykill Ridge done!

Riders can travel along the ridge for a great distance. There are many options for descent and exploration along the way. Navigation can be done on the ridge and through the Chagrin and Chagrin Lake ridges in cooperation.

The Dale River separates the older from the new out. Older Peak is also visible on the ridge and the bottom of the backcountry to the skin track area where the river crosses the ridge.

"IT NEATLY LAYS OUT THE ELEVATIONS, DESCENT LENGTHS, ASPECTS, TRAILHEAD DIRECTIONS, WINTER MAINTENANCE AND PARKING INFO, SNOWMOBILE ACCESS, SKIN TRACKS, AND EXIT INFO. THAT COMBINED WITH HELPFUL PHOTOS, GIVE BACKCOUNTRY TRAVELLERS A VERY GOOD IDEA OF WHAT IS GOING ON." - West Elk Project

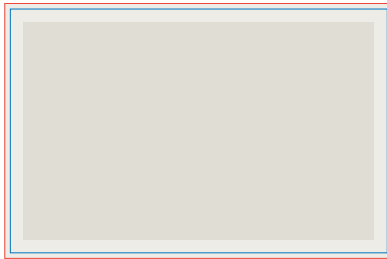
"IN SHORT, WHETHER YOU'RE AN OLD VET LIKE ME OR A CRESTED BUTTE NEWBIE, THE OFF-PISTE SKI ATLAS DESERVES A LOOK AND A PLACE ON YOUR BOOKSHELF, IF NOT YOUR PACK." -14erskiers.com

OFF-PISTE SKI ATLAS

RESERVE NOW! PRINTED AD SPACE IS EXTREMELY LIMITED.

Based on feedback we received on our first edition in Crested Butte, and in an effort to keep this book pure, simple and filled with information, we are limiting printed ads to a total of five ads for the entire book. Additional advertising opportunities are available for purchase on our website.

▶ PRINT



INSIDE FRONT COVER	\$1200/year
INSIDE BACK COVER	\$1200/year
OPPOSITE INSIDE BACK COVER	\$1200/year
BACK COVER	\$1200/year
MOUNTAIN GUIDE PAGE	\$1200/year

Two year contract.

Monthly payments of \$100/month

Quarterly payments of \$300/3-months

DISCOUNT if paid up front yearly \$1,000/year

PRINT AD SPECS

CMYK Color

300dpi or higher

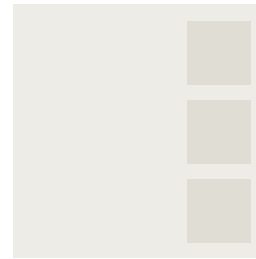
TRIM SIZE 8.5" w x 5.5" h

ADD bleed of .25 on all sides.

Live Area is 8.25" w x 5.25" h

Acceptable formats include : PDF or TIFF

▶ WEB



SIDE BAR ON ALL PAGES **\$250/year**

One year contract. Ad will randomly rotate throughout pages for maximum visibility.

ONLINE AD SPECS

RGB Color

200 px x 200 px

Please include URL to link

JPEG or TIFF

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