



Trail Break Magazine **Contributors and Advertising - Guidelines and Rate Sheet**

TRAIL BREAK is a twice-annual publication of Winter Wildlands Alliance (WWA), featuring inspiring images, stories, characters and updates from across America's wild snowscapes—printed in full color on recycled paper.* The magazine is mailed directly to WWA members, grassroots groups, backcountry partners, and supporters from Alaska to Minnesota to Maine.

At WWA, we believe in paying contributors and sponsoring a diverse range of storytelling and content as best we can. As a nonprofit, we do our best to match industry rates for all kinds of content: poems, recipes, short essays, portraits and profiles considered. For those in a position to donate content we will gratefully provide an invoice / charitable donation letter for tax purposes.

Rates are as follows:

- Cover photo: \$200
- Interior photo or art: \$50 each piece
- Words: 50 cents each at final edit

Photo guidelines: Please submit in full res at 300dpi with photo caption details including: photographer credit, photographer Instagram handle, name(s) and Instagram handle(s) of any featured athletes/humans (if featured), a short write-up of the photo's backstory, and the location of the photo (city, town, national forest, etc.).

Advertising Rates:

- 1 page (6x9): \$1000
- 2 page spread (12x9): \$2500

Please reach out to Melinda Quick Jones, Editor, at mquick@winterwildlands.org and Emily Scott, Managing Editor, at escott@winterwildlands.org to pitch your story idea, share your photography for our consideration, or discuss advertising opportunities.

**Trail Break is printed on 30+% Post-Consumer waste.*