

OFFICIAL 2019-2020 SOUTHEAST MONTANA TRAVEL GUIDE RATE CARD



VISIT SOUTHEAST
MONTANA



SOUTHEASTMONTANA.COM | 1.800.346.1876 | #OutHereMT | #SoutheastMontana   

PHOTO BY ALLEN RUSSELL



DISTRIBUTION

Distributing 60,000 copies. Estimated readership of 175,000.

Southeast Montana is launching a new privately-funded travel guide to provide flexibility to promote the region and use to boost marketing and advertising.

This premier guide will serve as a resource for visitors to plan their vacations to Southeast Montana and connect regional tourism partners with the right audience. Highlights will include attractions, culture, hospitality, entertainment, shopping and much more.

Strategic distribution to the following locations:

- High-traffic tourist destinations across the region
- Direct-to-home free delivery to prospective visitors contacting SEMT
- All regional visitor centers
- Hotels, motels, bed and breakfasts, RV parks and campgrounds
- Sporting and meeting events
- Chambers of Commerce
- Trade shows
- Targeted high-traffic locations on I-90 across multiple states
- 2019 TBEX Convention in Billings - the largest conference and networking event for travel bloggers, online travel journalists, new media content creators, travel brands and industry professionals (600-650 attendees)

VISITOR GUIDE PRINT EDITION ADVERTISING RATES

GUIDE LISTING

\$125

- Business listing in guide (listing included for any business who purchases an ad)

SOCIAL MEDIA ADD-ON

\$200

- One-time social promotion of advertiser via Southeast Montana social channels (must buy an ad to purchase this add-on)

ADD A DIGITAL PACKAGE

\$500

- 1/2 page, full page and premium advertisers can add promotion on the digital landing page used for all paid media for just \$500 annually.

\$1,000

- 1/3 page advertisers, 1/6 page advertisers and 1/12 page advertisers can add a digital package for just \$1,000 annually.

\$1,500

- Digital package only for just \$1,500 annually.

DISPLAY AD RATES

Full Page	\$2,900
1/2 Page	\$1,650
1/3 Page	\$1,100
1/6 Page	\$650
1/12 Page	\$350

PREMIUM POSITIONS

Back Outside Cover (2/3 page)	\$4,000
Inside Back Cover	\$4,200
Page 3, 4 or 5	\$3,500

Early Bird Special!

Save 5% on the rates above
by December 21, 2018!

SAVE 5%!

EARLY BIRD DEADLINE

DEC. 21, 2018

CREATIVE DEADLINE

FEB. 11, 2019

ADVERTISING DEADLINE

FEB. 1, 2019

PUBLICATION DATE

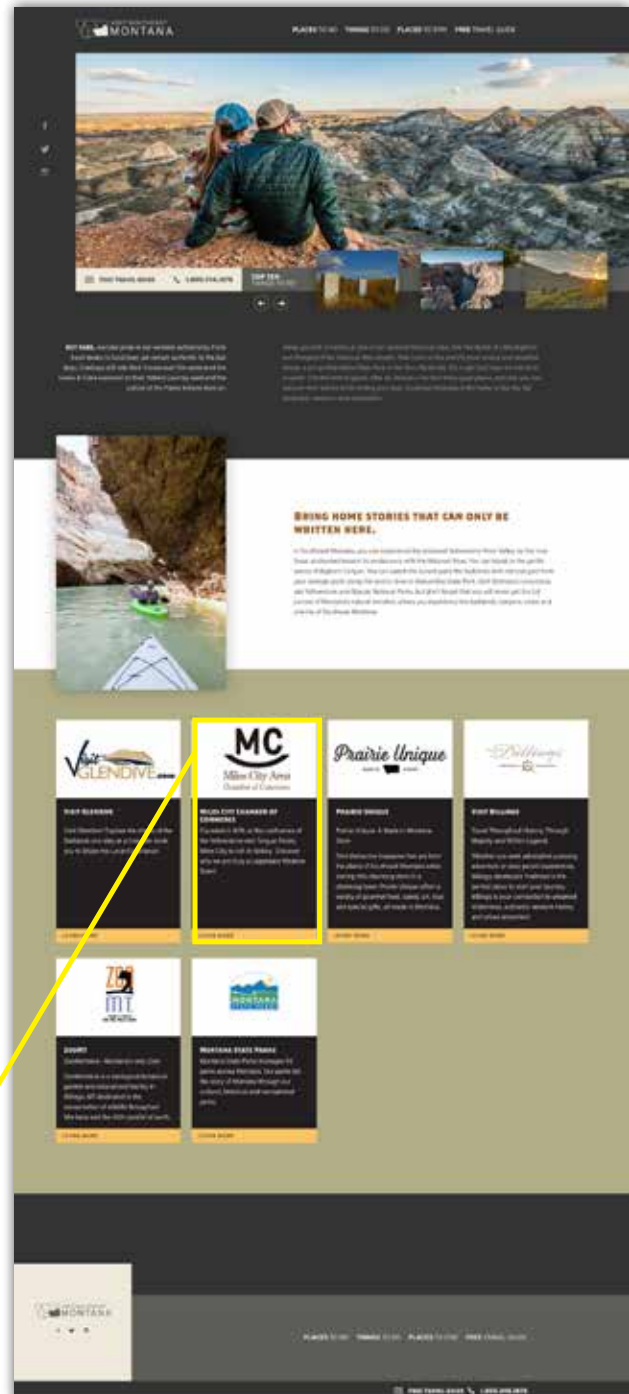
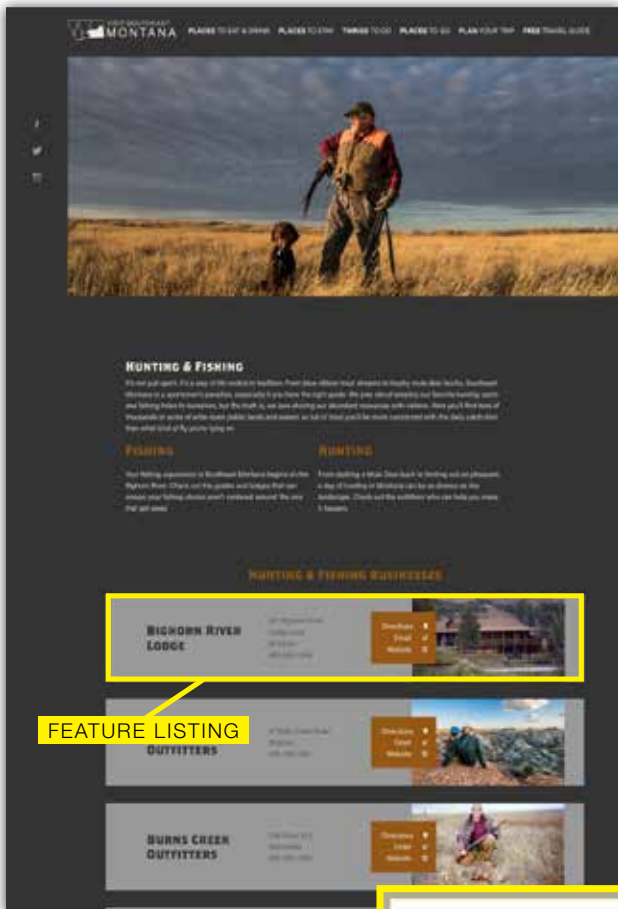
APRIL 2019

SOUTHEASTMONTANA.COM

- 280,000 unique visitors guaranteed.

SUMMER.SOUTHEASTMONTANA.COM

- 200,000 unique visitors guaranteed.
- Fall, spring and winter landing pages.
- Content updates allowed.
- Vacation deals or coupon allowed!



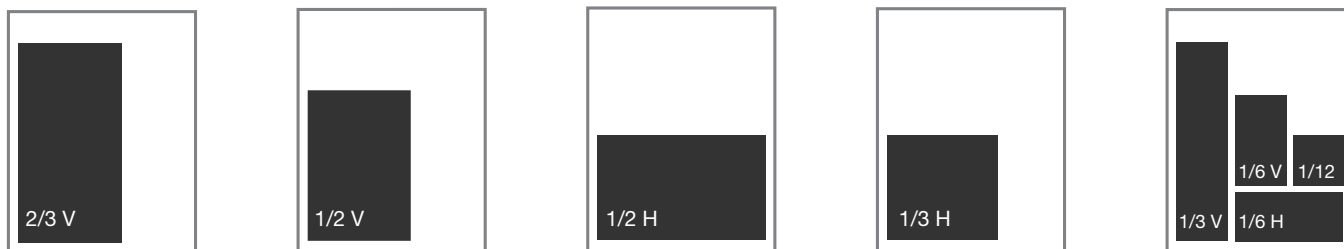
AD SIZES

FULL PAGE

Live Area	7"w x 9.48"h
Trim Size	8"w x 10.44"h
Bleed Size	8.25"w x 10.69"h

INSIDE PAGES

2/3 Vertical	4.61"w x 9.5"h
1/2 Horizontal	7"w x 4.67"h
1/2 Vertical	4.61"w x 7.08"h
1/3 Horizontal	4.61"w x 4.64"h
1/3 Vertical	2.22"w x 9.5"h
1/6 Horizontal	4.61"w x 2.23"h
1/6 Vertical	2.22"w x 4.64"h
1/12 Square	2.22"w x 2.23"h



AD SPECIFICATIONS

Please read the following information and prepare your ad accordingly. If you are unable to meet the requirements, the Windfall creative team will be happy to help you in designing and producing your advertisement. If you have any questions, please feel free to contact Megan Richter at megan@windfallstudio.com. Trim size is 8.375"w x 10.875"h.

Printed heatset-offset, saddle stitched with a coated cover stock and gloss text stock.

A high resolution PDF file is required for all camera-ready files. Save the PDF at the exact size of the ad, optimized for press and CMYK. We recommend using the High Quality Print Adobe PDF Preset.

We do not accept ads built in Pagemaker, Freehand, Publisher, Corel Draw or any Microsoft Office formatted files.

The accuracy of ads supplied are the responsibility of the advertiser or ad agency.

CHECKLIST FOR CAMERA-READY ADS

All images must be high resolution, 300 dpi. Please do not use low resolution images, especially from the web.

Use only CMYK color. Do not use RGB, PANTONE or spot colors. Please convert all spot colors into CMYK.

Due to printing and ink variations, we cannot guarantee exact color match.

With any black used within the ad (with the exception of text), please use rich black: 60% Cyan, 40% Magenta, 30% Yellow and 100% Black. Never use registration black. Cannot guarantee exact color match.

The maximum lpi is 150.

For full-page ads with bleed, please keep live material centered within the standard ad size dimensions.

Please do not add crop marks, bleed marks, registration marks, color bars or page information.

ADVERTISING DESIGN SERVICES

Print Ad Design	\$100
Online Banner Design	\$50

Design services are free with a purchase of \$5,000 or more in advertising.

