OFFICIAL 2024
SOUTHEAST MONTANA TRAVEL GUIDE
RATE CARD

VISIT SOUTHEAST
MONTANA

PHOTO BY ASHTON JONES

DISTRIBUTION

Distributing 60,000 copies. Estimated readership of 230,000.

Visit Southeast Montana (SEMT) produces a privately funded travel guide to provide flexibility to promote the region and boost marketing and advertising opportunities.

This premier guide serves as a resource for visitors to plan their vacations to Southeast Montana and connects regional tourism partners with the right audience. Highlights 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
- Conferences, meetings, and sporting events
- Chambers of Commerce
- E-blasts to 43,000+ subscribers interested in visiting Southeast Montana
- Targeted high-traffic locations across multiple states
- Used by wedding planners and real estate offices

VISITOR GUIDE PRINT EDITION ADVERTISING RATES

GUIDE LISTING

$125
- Business listing in guide (listing included for any business who purchases an ad)

Early Bird Special!
Reserve your space by November 3, 2023, and receive 5% off the display ad rates.

DISPLAY AD RATES

Full Page	$3,200
1/2 Page	$1,750
1/3 Page	$1,200
1/6 Page	$700
1/12 Page	$350

PREMIUM POSITIONS

Outside Back Cover (2/3 page)	$3,870
Inside Back Cover	$4,290
Page 3, 4 or 5	$3,870

GROUP/THEME PAGES

Small Square	$199

SAVE 5%!
EARLY BIRD DEADLINE NOVEMBER 3, 2023   **AD FILE DEADLINE** NOVEMBER 20, 2023
ADVERTISING DEADLINE NOVEMBER 13, 2023   **PUBLICATION DATE** MARCH 2024

OUTHEREMT.COM DIGITAL ADS

Add outheremt.com digital advertising (logo, listing, links to website and social media channels) to your package:

- Digital listing: $240

- Digital listing with purchase of 1/3-page or larger print ad: **FREE**
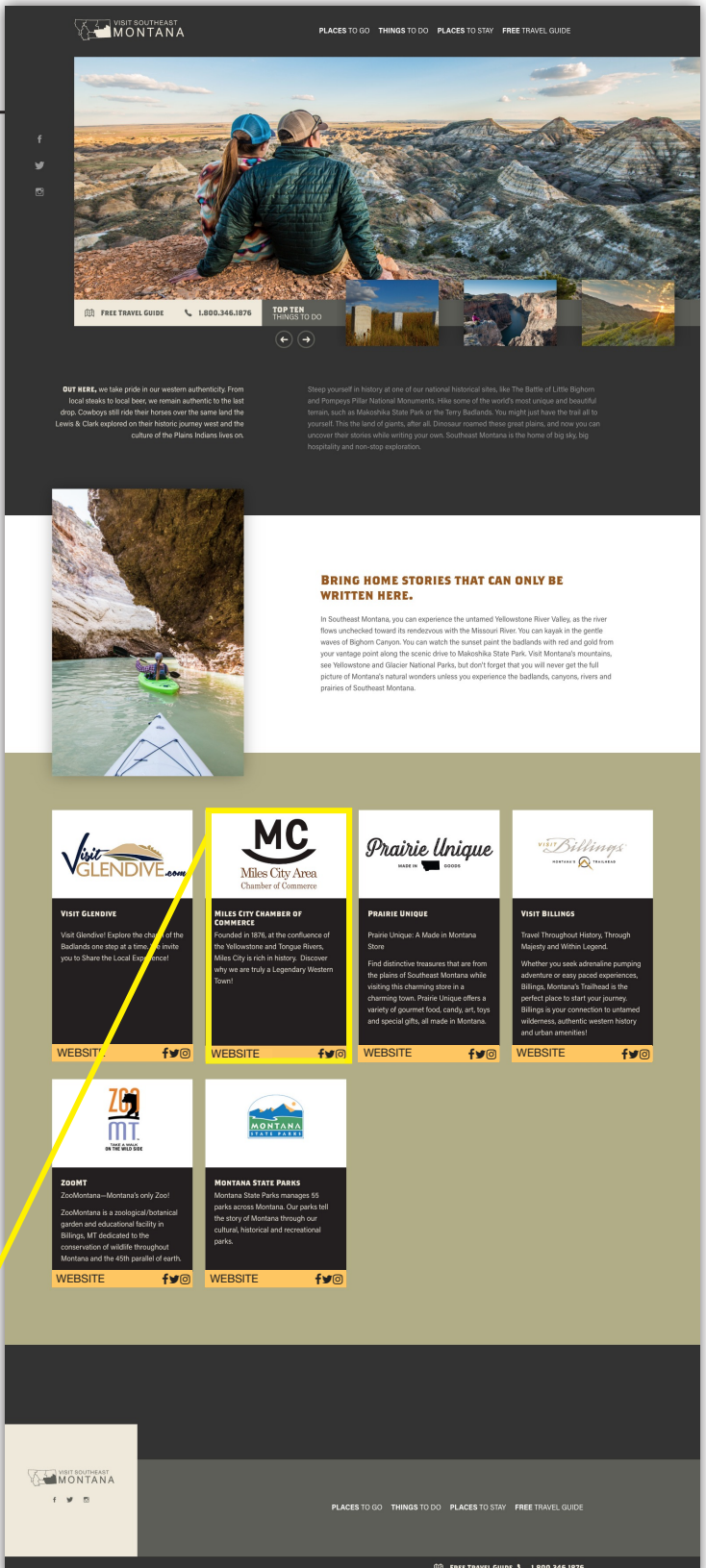

MILES CITY CHAMBER OF COMMERCE

Founded in 1876, at the confluence of the Yellowstone and Tongue Rivers, Miles City is rich in history. Discover why we are truly a Legendary Western Town!

WEBSITE

AD SIZES

FULL PAGE

Live Area	7"w x 9.5"h
Trim Size	8"w x 10.44"h
Bleed Size	8.25"w x 10.69"h

BACK COVER

2/3 Page	8"w x 8.025"h

INSIDE PAGES

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
Small Square (Group Page)	2.15"w x 1.96"h

2/3 | 1/2 V | 1/2 H | 1/3 H | 1/3 V 1/6 H 1/6 V 1/12 | GROUP PAGE | GROUP PAGE
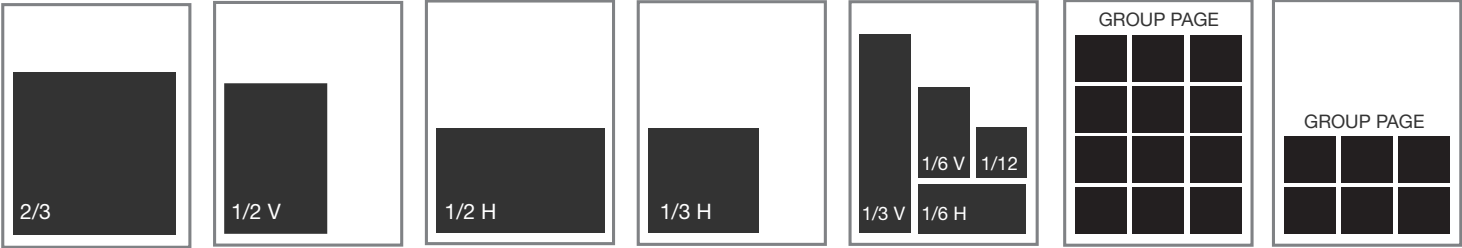
AD SPECIFICATIONS

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 Bland at *megan@windfallstudio.com*. Trim size is 8"w x 10.44"h.

Printed heatset-offset, perfect bound, 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 purchase of $3,000 or more in advertising.

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