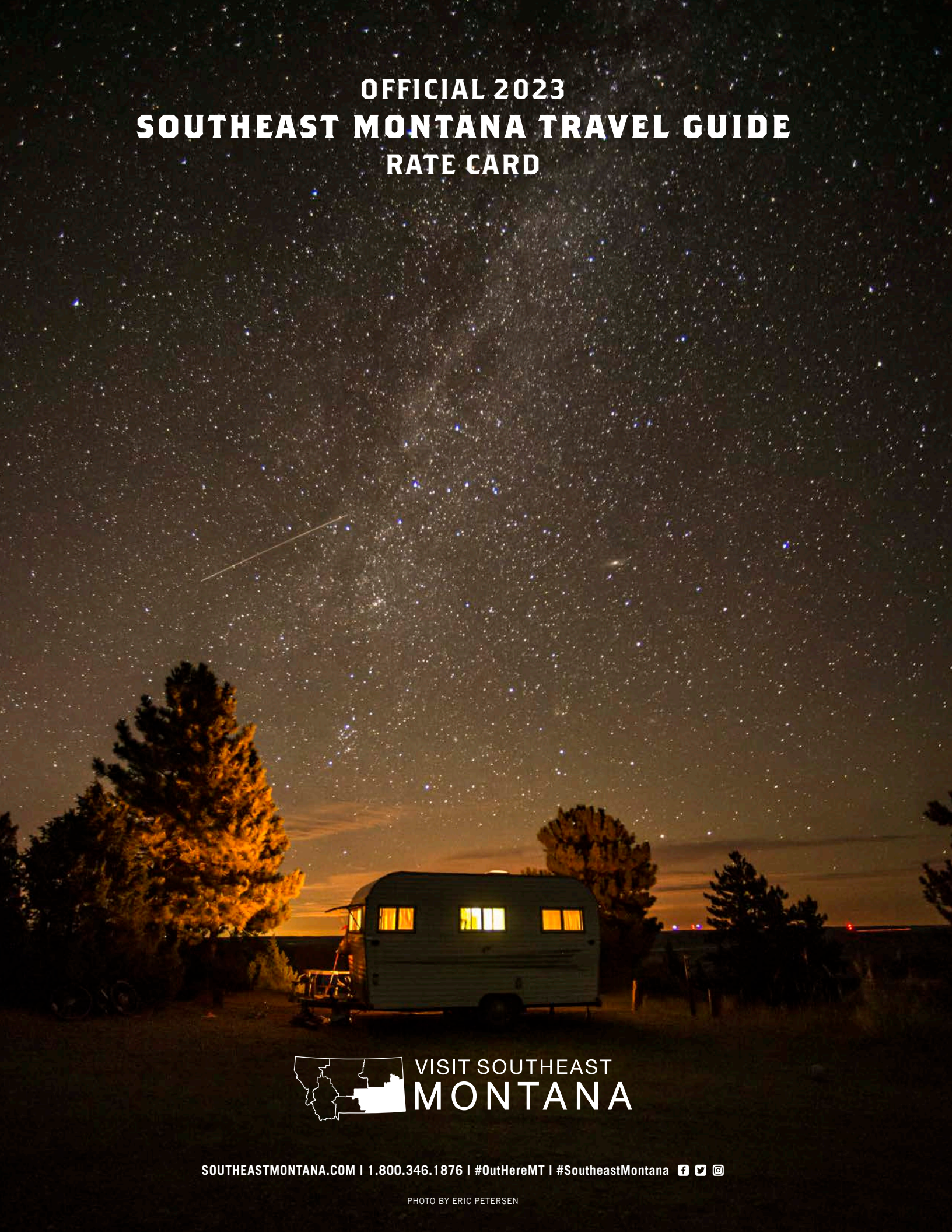


**OFFICIAL 2023  
SOUTHEAST MONTANA TRAVEL GUIDE  
RATE CARD**



**VISIT SOUTHEAST  
MONTANA**




**SOUTHEASTMONTANA.COM | 1.800.346.1876 | #OutHereMT | #SoutheastMontana**   

PHOTO BY ERIC PETERSEN



## DISTRIBUTION

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

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

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
- Conferences, meetings, and sporting events
- Chambers of Commerce
- E-blasts to 36,000+ 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)

### 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

#### Early Bird Special!

Save 5% on the rates above  
by October 31, 2022

### PREMIUM POSITIONS

Outside Back Cover (2/3 page)	\$3,615
Inside Back Cover	\$4,010
Page 3, 4 or 5	\$3,615

### GROUP/THEME PAGES

Small Square	\$199
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SAVE 5%!

**EARLY BIRD DEADLINE**

OCTOBER 31, 2022

**CREATIVE DEADLINE**

NOVEMBER 16, 2022

**ADVERTISING DEADLINE**

NOVEMBER 10, 2022


**PUBLICATION DATE**

MARCH 2023

## 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**

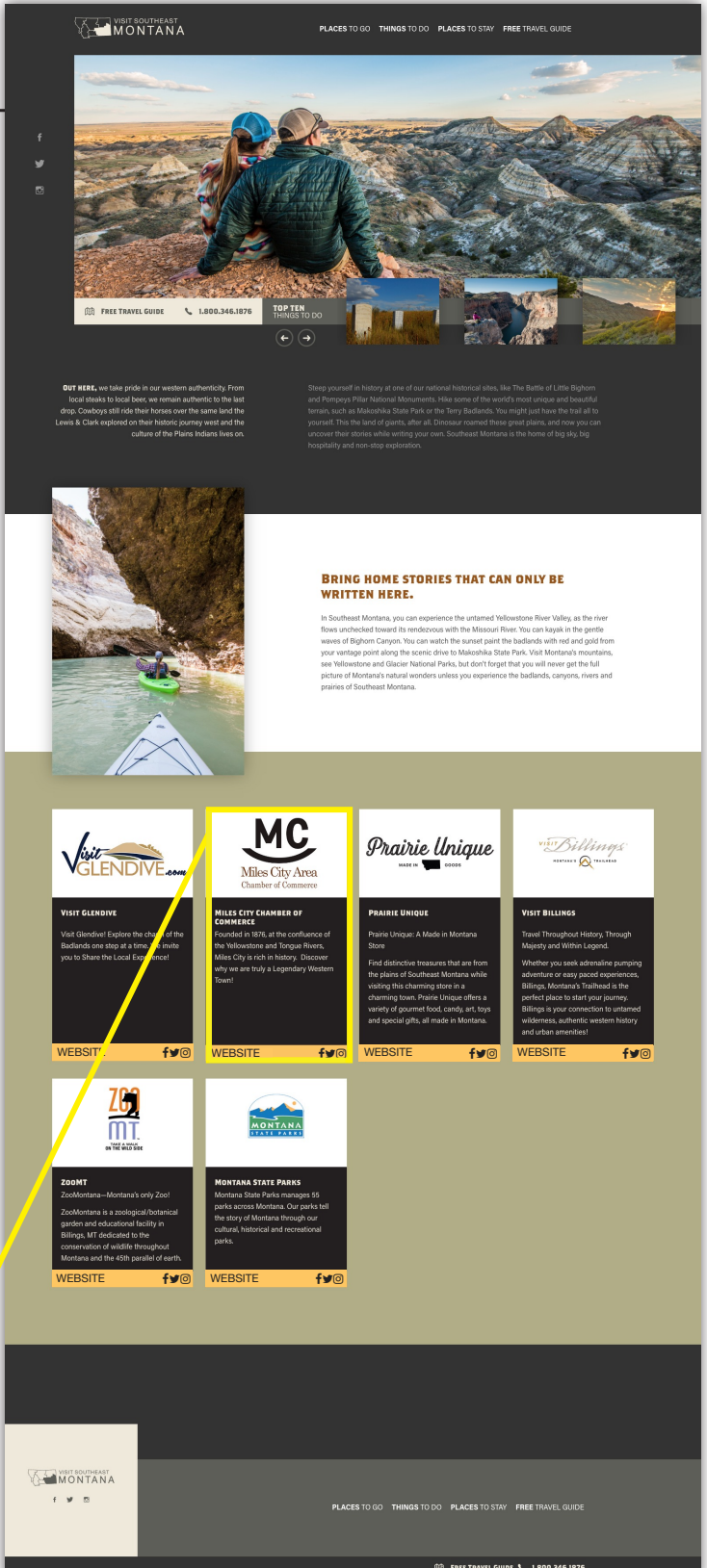


**MILES CITY CHAMBER OF COMMERCE**

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**





The screenshot displays the outhereMT.com website. At the top, there's a navigation bar with links: PLACES TO GO, THINGS TO DO, PLACES TO STAY, and FREE TRAVEL GUIDE. Below this is a large hero image of two people sitting on a rocky outcrop overlooking a vast landscape. To the left of the hero image are social media icons for Facebook, Twitter, and Instagram. Below the hero image is a section titled 'TOP TEN THINGS TO DO' with a grid of small images. Further down, there's a section titled 'OUT HERE, we take pride in our western authenticity...' followed by a paragraph. Below this is a section titled 'BRING HOME STORIES THAT CAN ONLY BE WRITTEN HERE.' with a paragraph. At the bottom, there's a grid of local business listings, each with a logo, name, and a brief description. The listings include: Visit Glendive, Miles City Area Chamber of Commerce, Prairie Unique, Visit Billings, ZooMT, and Montana State Parks. Each listing has a 'WEBSITE' link and social media icons. A yellow line points from the Miles City Area Chamber of Commerce listing in the grid to the larger ad on the left.

PLEASE CONTACT LYNNE AT [LYNNE@WINDFALLSTUDIO.COM](mailto:LYNNE@WINDFALLSTUDIO.COM)

P: 406.207.1838 | F: 406.829.8210

# AD SIZES

## FULL PAGE

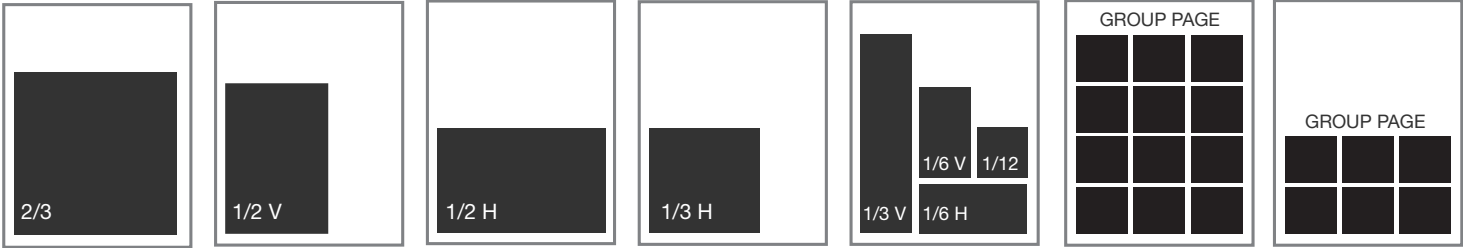
Live Area	7"w x 9.5"h
Trim Size	8"w x 10.44"h
Bleed Size	8.25"w x 10.69"h

## BACK COVER

2/3 Page	8"w x 8.025"h
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## 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



# 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](mailto: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.

