

AD SIZES

FULL PAGE

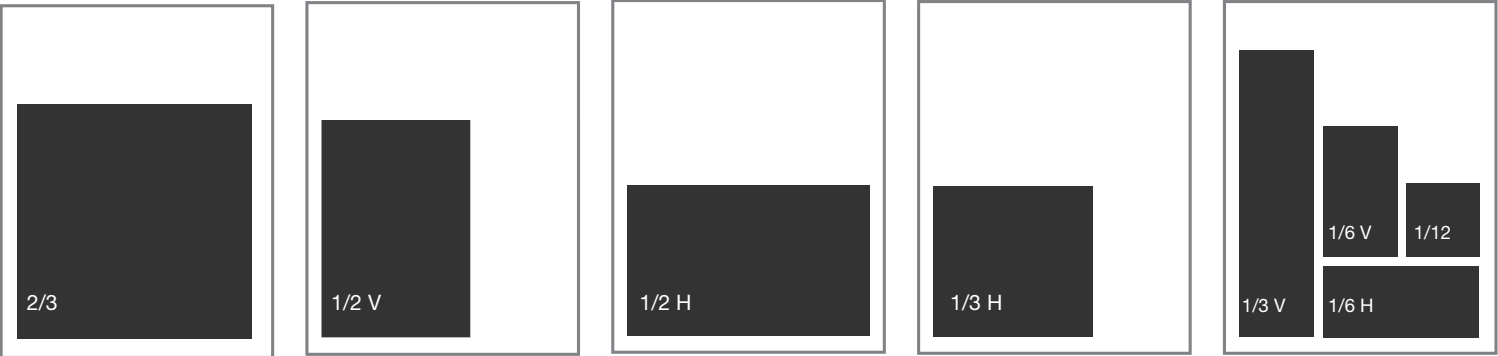
Live Area	7”w x 9.5”h
Trim Size	8”w x 10.44”h
Bleed Size	8.25”w x 10.69”h

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



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.

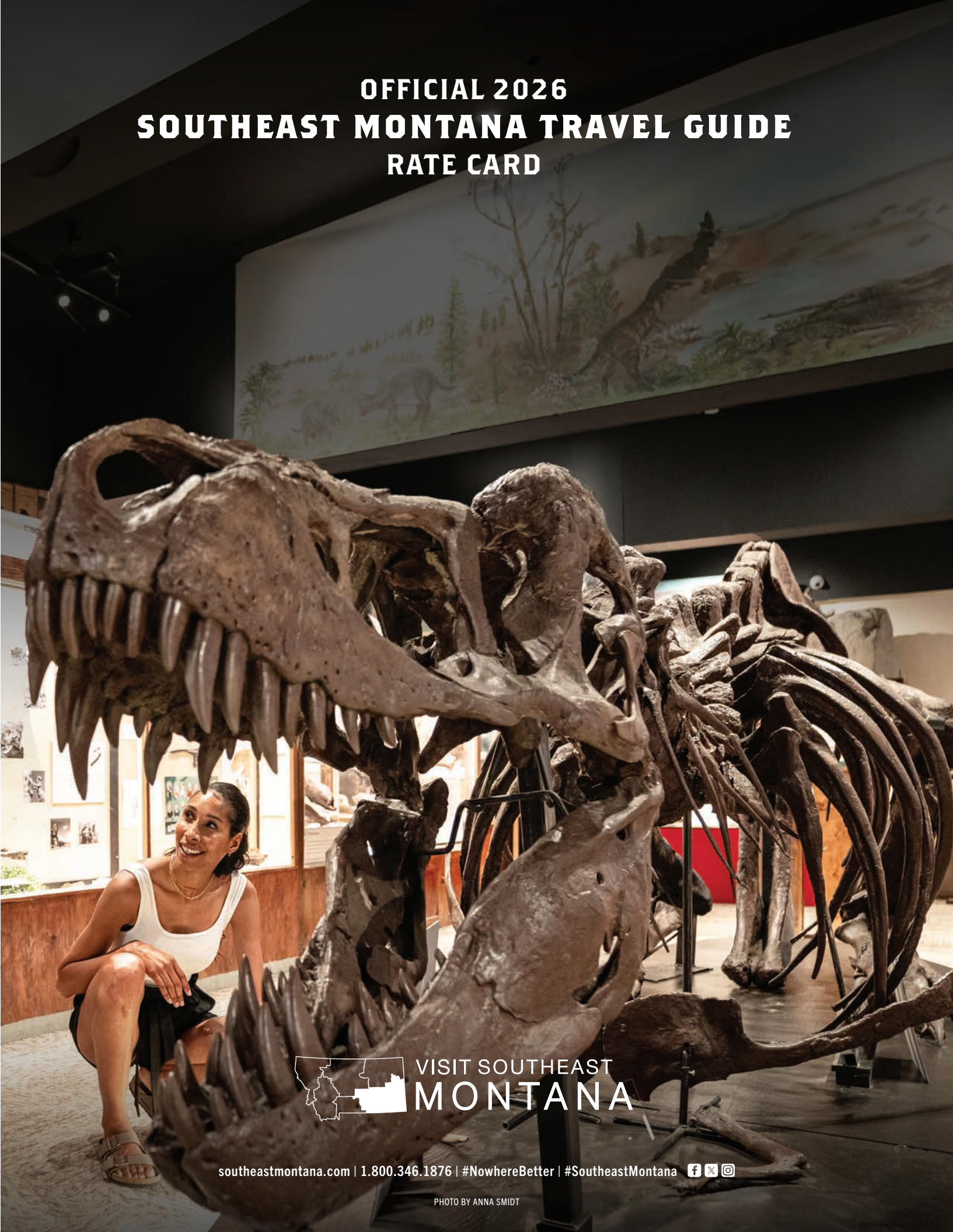
Please do not add crop marks, bleed marks, registration marks, color bars or page information.

Please test all QR codes before sending the final files. Use 100% black and white or high-contrast colors. The minimum recommended size is 0.8” x 0.8”.

ADVERTISING DESIGN SERVICES

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

Design services are free with purchase of \$3,000 or more in advertising.



OFFICIAL 2026  
SOUTHEAST MONTANA TRAVEL GUIDE  
RATE CARD



[southeastmontana.com](http://southeastmontana.com) | 1.800.346.1876 | #NowhereBetter | #SoutheastMontana



PHOTO BY ANNA SMIDT



DISTRIBUTION

GET NOTICED WHERE IT COUNTS

Advertise in the Southeast Montana Travel Guide

With 60,000 copies distributed and an estimated 230,000 readers, the Southeast Montana Travel Guide is your chance to be front and center in the hands of travelers eager to explore. This beautifully produced, privately funded guide is your direct connection to the people who are already planning their getaway—and ready to discover what you have to offer.

From hidden gems to must-see attractions, the guide showcases the best of Southeast Montana—rich culture, welcoming hospitality, local dining, unique shopping, outdoor adventures, and more. It’s more than just a brochure—it’s a trusted resource that inspires travelers and connects them directly to businesses like yours, putting you at the heart of the Southeast Montana experience.

43.5% of respondents to the 2025 Southeast Montana visitor survey said they relied on the travel guide as their primary source for information about the region. And it works: Whether you’re a boutique in Miles City, a brewery in Billings, or a museum in Broadus, this guide gets you noticed—by the people who matter most.

Where Your Message Will Travel

We don’t just print it—we place it strategically in the path of potential customers:

- Tourist hot spots across the region
- Direct mail to high-intent travelers requesting Southeast Montana info
- Visitor centers throughout Southeast Montana
- Lodging hubs—hotels, motels, B&Bs, RV parks, and campgrounds
- Major events—conferences, tournaments, rodeos and more
- Chambers of Commerce and tourism offices
- Targeted e-blasts to more than 50,000 travel-ready subscribers
- Key locations in neighboring states
- Used by wedding planners and real estate professionals

PRINT EDITION ADVERTISING RATES

GUIDE LISTING

\$125

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

Early Bird Special!  
Reserve your space by  
September 30, 2025, and receive  
5% off the display ad rates.

Full Page	\$3,360
1/2 Page	\$1,835
1/3 Page	\$1,260
1/6 Page	\$735
1/12 Page	\$365

Outside Back Cover (2/3 page)	\$4,070
Page 1 or Inside Back Cover	\$4,520
Page 3, 4 or 5	\$4,070

SAVE 5%!

EARLY BIRD DEADLINE SEPTEMBER 30, 2025

AD FILE DEADLINE NOVEMBER 28, 2025

PUBLICATION DATE APRIL 2026

OUTHERE.MT.COM DIGITAL ADS

Add digital listing (logo, description, links to website and social media channels) to your package:

- Digital listing: \$275
- Digital listing with purchase of 1/3-page or larger print ad: FREE



MADE IN MONTANA

Made in Montana, including Grown in Montana and Native American Made in Montana, builds recognition for products that are "authentically Montana." The logo identifies products grown, created, made, or manufactured in Montana. Look for it when shopping local.

LEARN MORE

