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



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 Heather Phillips at heather@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.

While Canva is great for digital design, it’s not always ideal for professional printing due to limited control over color, bleed settings, and resolution. If you opt to design your ad in Canva, please refer to canva.com/help/cmyk-for-print for best practices. If we encounter any issues with your file, we may request access to the Canva file to help resolve those potential issues.

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

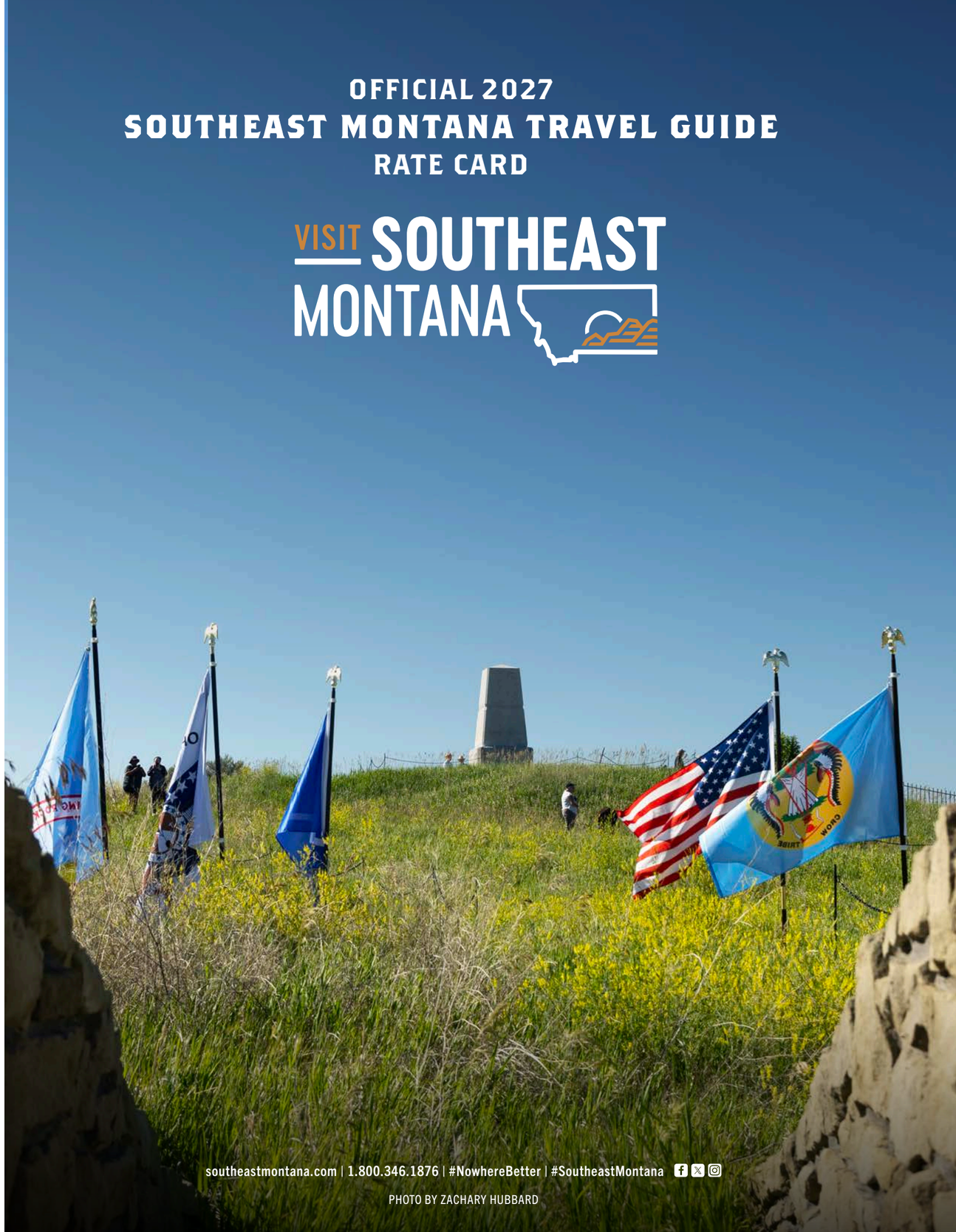
Print Ad Design: $100

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

VISIT SOUTHEAST MONTANA

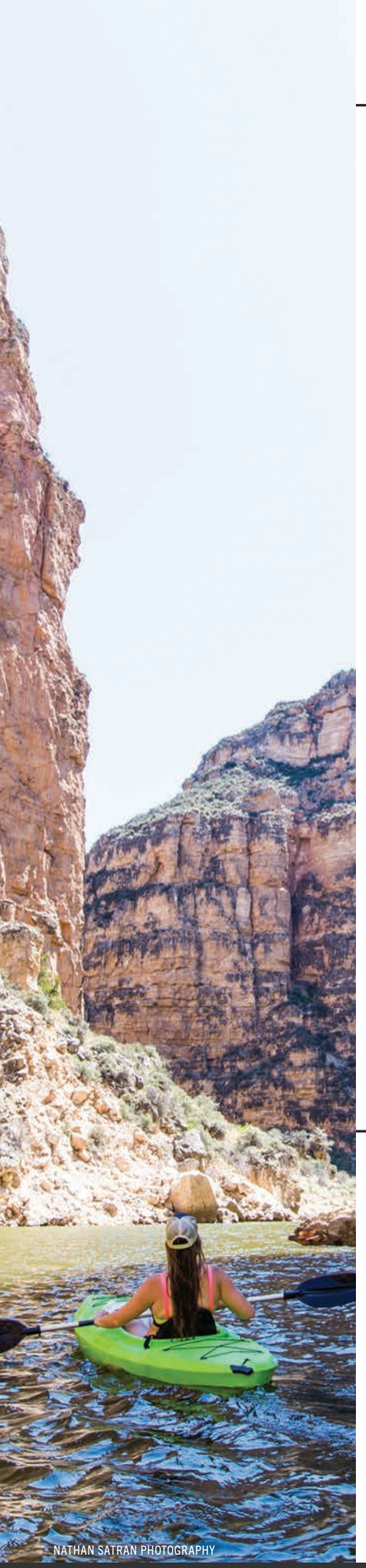
OFFICIAL 2027 SOUTHEAST MONTANA TRAVEL GUIDE RATE CARD

VISIT SOUTHEAST MONTANA



southeastmontana.com | 1.800.346.1876 | #NowhereBetter | #SoutheastMontana

PHOTO BY ZACHARY HUBBARD



DISTRIBUTION

ADVERTISE IN THE SOUTHEAST MONTANA TRAVEL GUIDE

With 60,000 copies distributed and an estimated 230,000 readers, the Southeast Montana Travel Guide puts your business directly in the hands of travelers ready to explore the region. This beautifully produced, privately funded guide connects you with people actively planning their Southeast Montana getaway—and looking for places to stay, eat, shop and experience along the way.

From must-see attractions and outdoor adventures to local dining, shopping, culture and hospitality, the guide helps travelers discover what makes Southeast Montana worth exploring. More than a brochure, it's a trusted planning resource that connects visitors directly with the businesses and experiences that make a trip memorable.

40% of respondents to the 2026 Southeast Montana visitor survey said they used the travel guide as their primary source of information about the region. That means your message reaches travelers when they're actively deciding where to go and what to do. Whether you're a boutique in Miles City, a brewery in Billings or a museum in Broadus, the Southeast Montana Travel Guide helps put your business in front of the people who matter most.

WHERE YOUR MESSAGE WILL TRAVEL

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

- Tourist hot spots across the region
- Direct mail to high-intent travelers requesting Southeast Montana information
- Visitor centers throughout Southeast Montana
- Lodging properties, including hotels, motels, B&Bs, RV parks and campgrounds
- Major events, including 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
- 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)

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

Early Bird Special!
Reserve your space by November 6, 2026, and receive 5% off the display ad rates.

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

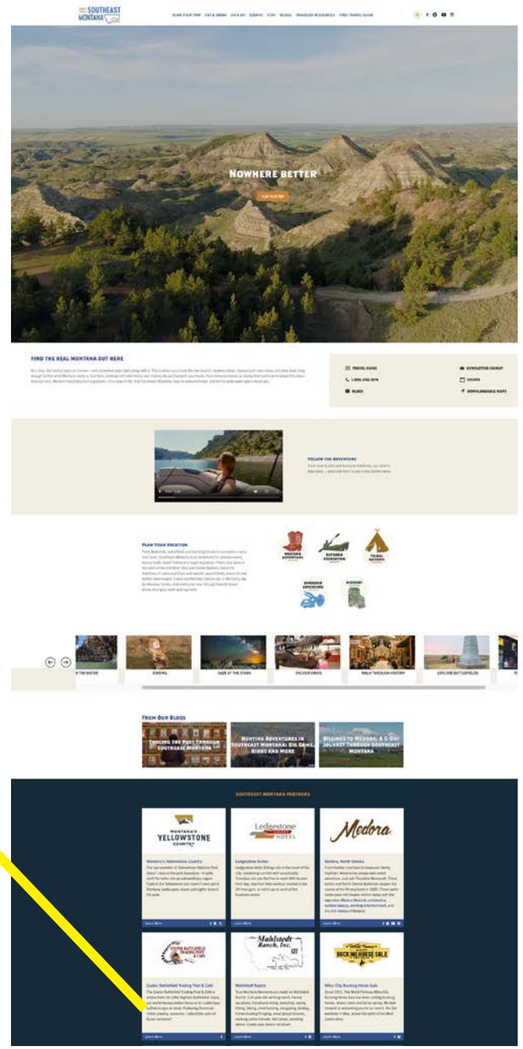
SAVE 5%
EARLY BIRD DEADLINE NOVEMBER 6, 2025

AD FILE DEADLINE DECEMBER 15, 2026
PUBLICATION DATE APRIL 2027

OUTHEREMT.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**



ANNIE@WINDFALLSTUDIO.COM | 406.214.6177