

GLACIER COUNTRY MONTANA



OFFICIAL 2021 – 2022 TRAVEL GUIDE



THE OFFICIAL RATE CARD

TAP INTO THE LUCRATIVE VISITOR MARKET

The Glacier Country Travel Guide is the most visible and lucrative way to reach leisure travelers, tour operators, travel agents, travel media and regional communities. Enhanced with vibrant colors and photography, the Glacier Country Travel Guide is the premier source of information for attractions, culture, lodging, dining, entertainment, transportation, shopping and visitor services throughout Western Montana.

PERSUADE MILLIONS OF VISITORS TO STAY AND PLAY

Destination spending for Glacier Country generated \$1.5 billion in 2019. Regional attractions such as Glacier National Park, one of the top two destinations in Montana, will bring millions of visitors to our area. 125,000 – 150,000 copies of the guide—with an estimated readership of 500,000—will be distributed in 2021 and 2022 to consumers and travel professionals. We invite you to join us in bringing the best of Western Montana to the attention of prospective visitors.

NONPROFIT DISCOUNT

Nonprofit organizations will receive a 5% discount.

| | |
|---------------------|------------------|
| EARLY BIRD DEADLINE | OCTOBER 15, 2020 |
| AD SPACE DEADLINE | JANUARY 22, 2021 |
| CREATIVE DEADLINE | FEBRUARY 5, 2021 |
| PAYMENT DEADLINE | MARCH 12, 2021 |
| PUBLICATION DATE | APRIL 2021 |



DISTRIBUTION

Glacier Country Tourism will distribute 125,000 – 150,000 travel guides to:

- › Hotels, motels, bed-and-breakfasts, RV parks and campgrounds throughout Western Montana
- › Consumers requesting information on Western Montana
- › Over 700 displays throughout Montana and Alberta, including Western, Southwestern, Central and Southern Montana with key coverage in the Yellowstone National Park Region
- › Visitor information centers, welcome centers and Montana Department of Transportation rest areas throughout Montana
- › Meeting and convention groups
- › Tour operators and travel agents throughout the United States
- › Attractions and points of interest throughout Western Montana
- › Travel/trade shows and exhibitions
- › Online exposure of travel guide to over 1.6 million unique website visitors every year

SIGNATURE PARTNER DISPLAY ADVERTISING RATES

PREMIUM POSITIONS

| | |
|--------------------|---------|
| Outside Back Cover | \$6,985 |
| Inside Front Cover | \$5,655 |
| Inside Back Cover | \$5,340 |
| Page 3, 4 or 5 | \$5,655 |

INSIDE PAGES

| | |
|-----------|---------|
| Full Page | \$4,935 |
| 2/3 Page | \$3,560 |
| 1/2 Page | \$2,575 |
| 1/3 Page | \$1,675 |
| 1/6 Page | \$965 |
| 1/12 Page | \$520 |

BASIC PARTNER DISPLAY ADVERTISING RATES

PREMIUM POSITIONS

| | |
|--------------------|---------|
| Outside Back Cover | \$8,730 |
| Inside Front Cover | \$7,065 |
| Inside Back Cover | \$6,675 |
| Page 3, 4 or 5 | \$7,065 |

INSIDE PAGES

| | |
|-----------|---------|
| Full Page | \$6,175 |
| 2/3 Page | \$4,450 |
| 1/2 Page | \$3,200 |
| 1/3 Page | \$2,050 |
| 1/6 Page | \$1,200 |
| 1/12 Page | \$650 |

DIGITAL DISCOUNT

Purchase one of our online advertising packages and receive a discount on your travel guide advertisement.

ANNUAL MINIMUM COMMITMENT (JULY 2020 – JUNE 2021)

| | |
|----------|-----|
| \$1,000 | 10% |
| \$2,000 | 15% |
| \$5,000 | 25% |
| \$10,000 | 40% |



GLACIERMT.COM STATS

- › Over 1.6 million unique visitors each year
- › Average of three minutes per visit
- › Online guide has over 74,000 unique views each year

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AD SIZES

FULL PAGE

| | |
|------------|----------------------|
| Live Area | 7.375" w x 9.875" h |
| Trim Size | 8.375" w x 10.875" h |
| Bleed Size | 8.625" w x 11.125" h |

INSIDE PAGES

| | |
|----------------|--------------------|
| 2/3 Vertical | 4.861" w x 9.75" h |
| 1/2 Horizontal | 7.375" w x 4.75" h |
| 1/2 Vertical | 4.861" w x 7.25" h |
| 1/3 Vertical | 2.347" w x 9.75" h |
| 1/3 Square | 4.861" w x 4.75" h |
| 1/3 Horizontal | 7.375" w x 3.13" h |
| 1/6 Horizontal | 4.861" w x 2.25" h |
| 1/6 Vertical | 2.347" w x 4.75" h |
| 1/12 Square | 2.313" w x 2.25" h |



ADVERTISING SPECIFICATIONS

Please read the following information and prepare your ad accordingly. If you are unable to meet the requirements, the Windfall creative team is available 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 8.375" w x 10.875" h.
- Printed heatset offset, saddle stitched with a coated cover stock and gloss text stock.
- A high-resolution PDF 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 files.

CHECKLIST FOR CAMERA-READY ADS

- All images must be high resolution, 300 DPI. Please do not use low-resolution images, especially from the web, within your ad.
- 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. Do not use registration black.
- 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 | \$150 |
| Online Banner Design | \$99 |

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



GlacierMT.com



#GlacierMT