



GLACIER COUNTRY TOURISM DIGITAL RATE CARD

Take advantage of an exciting marketing opportunity with Glacier Country Tourism. In a fragmented media landscape, it's more important than ever for tourism businesses to spend their advertising dollars on highly targeted messaging—reaching the right potential visitors at the right time with the right message.

Glacier Country Tourism understands the marketing needs and budget constraints of its partners. As traditional advertising costs climb, many placements can be cost prohibitive. To help partners effectively reach the right audiences, our website is a **privately-funded project** with the mission to make advertising available to all partners in need of marketing support.

Partners can now purchase premium advertising placement on *glaciermt.com*, our microsites and our consumer and B2B blogs. Position your business and your advertising messages in front of more than **1.6 million unique visitors annually**—consumers specifically interested in Western Montana.

Online advertisers also benefit from Glacier Country Tourism's dynamic marketing efforts and digital reach:

- 480,000+ recipients currently receiving email newsletters
- 387,000+ social followers
- \$500,000+ annually in targeted print and digital media placements

We strongly encourage you to consider placing your advertising message on the **top-performing regional tourism website in the state** and harness the cooperative power of your Glacier Country Tourism partnership.



DIGITAL ADVERTISING OPPORTUNITIES

GLACIER COUNTRY TOURISM WEBSITE AND CONSUMER BLOG

- GLACIERMT.COM
- BLOG.GLACIERMT.COM

HOMEPAGE PREMIUM PROMOTION

- Premium placement on homepage including one photo, headline, promotional copy, logo and call-to-action (CTA) for desktop viewers
- Premium 300 x 50 mobile banner for homepage mobile views
- Maximum of two advertisers per month unless exclusivity is purchased
- Maximum of three months per year per advertiser
- Advertising design managed by Glacier Country Tourism from partner-provided photo, logo, copy and call-to-action (CTA)
- Package includes a run-of-site banner package for the month with 728 x 90, 300 x 250 and 300 x 50 banners on internal pages

\$1,000 per month Signature Partners

\$1,250 per month Basic Partners

INTERNAL PREMIUM RUN-OF-SITE PROMOTION

- Premium placement on internal pages including one photo, headline, promotional copy, logo and call-to-action (CTA) for desktop viewers
- Premium placement rotates through all internal pages except winter content
- Includes a 300 x 50 mobile run-of-site banner for the month
- Maximum of three advertisers per month
- Advertising design managed by Glacier Country Tourism from partner-provided photo, logo, copy and call-to-action (CTA)
- Package includes a run-of-site banner package for the month with 728 x 90, 300 x 250 and 300 x 50 banners on internal pages

\$2,000 per month Signature Partners

\$2,500 per month Basic Partners

RUN-OF-SITE BANNER PACKAGE — DESKTOP + MOBILE

- Rotational banner package on internal pages including 728 x 90, 300 x 250 and 300 X 50 sizes
 - 728 x 90 runs on all desktop pages except homepage
 - 300 x 250 runs on all desktop and mobile pages except homepage
 - 300 x 50 runs on all mobile pages except homepage
- \$100 per month or \$1,000 per year prepaid Signature Partners
\$125 per month or \$1,250 per year prepaid Basic Partner

Please note there will be no premium position or banner advertising placements on cooperative landing pages.

Please contact us for sponsorship opportunities for our cooperative landing pages. *Banner ad space has limited availability.*

MICROSITES

- TOUROPERATORS.GLACIERMT.COM
- MEETINGS.GLACIERMT.COM
- WEDDINGS.GLACIERMT.COM

RUN-OF-SITE BANNER PACKAGE

- Rotational banner package on all pages including 728 x 90, 300 x 250 and 300 x 50 sizes
 - 728 x 90 runs on all desktop pages except homepage
 - 300 x 250 runs on all desktop and mobile pages except homepage
 - Maximum of three advertisers per month
- \$50 per month or \$500 per year prepaid Signature Partners
\$65 per month or \$625 per year prepaid Basic Partners

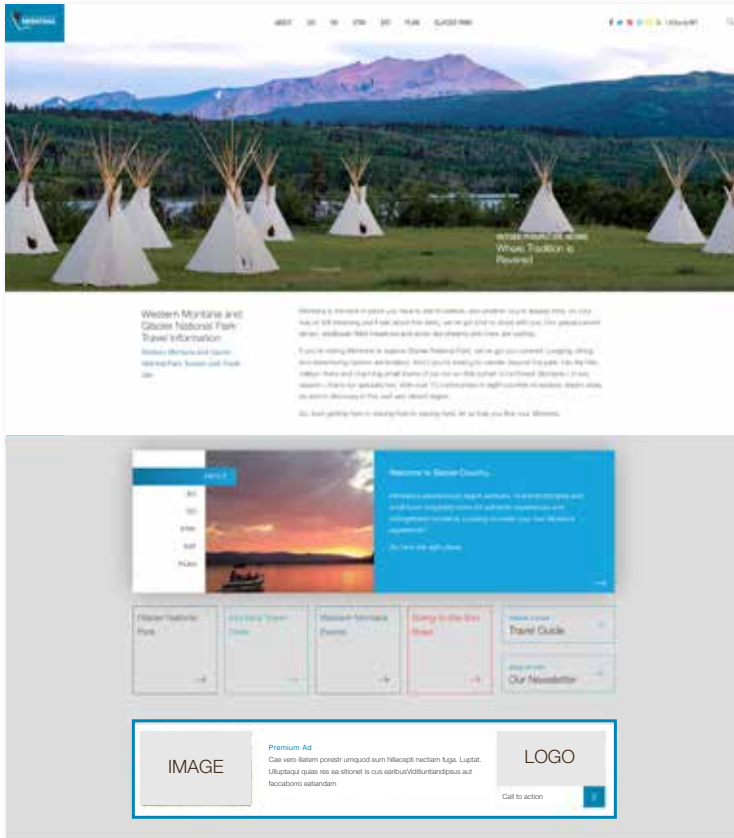
BUSINESS-TO-BUSINESS BLOG

- B2B.GLACIERMT.COM

RUN-OF-SITE BANNER PACKAGE

- Rotational banner package on all pages including 728 x 90, 300 x 250 and 300 x 50 sizes
 - 728 x 90 runs on all desktop pages except homepage
 - 300 x 250 runs on all desktop and mobile pages except homepage
 - Maximum of three advertisers per month
- \$50 per month or \$500 per year prepaid Signature Partners
\$65 per month or \$625 per year prepaid Basic Partners





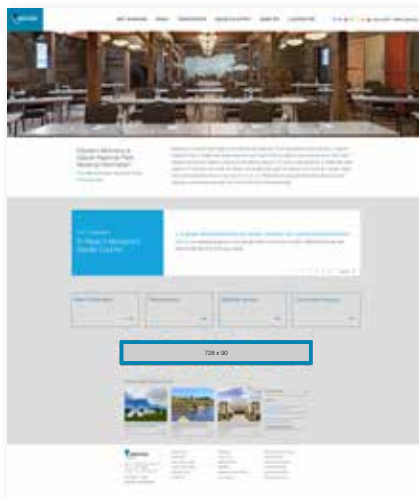
Homepage Premium Promotion



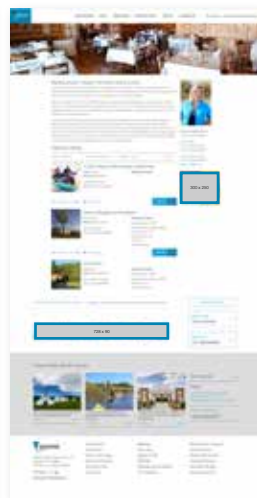
Internal Premium Promotion

Run-of-Site Banner

Run-of-Site Banner

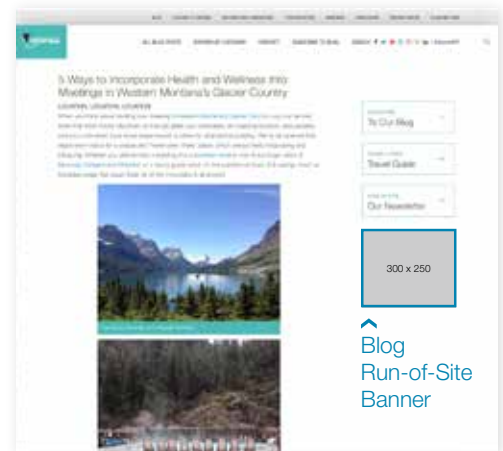


Microsite Homepage Banner



Microsite Run-of-Site Banner

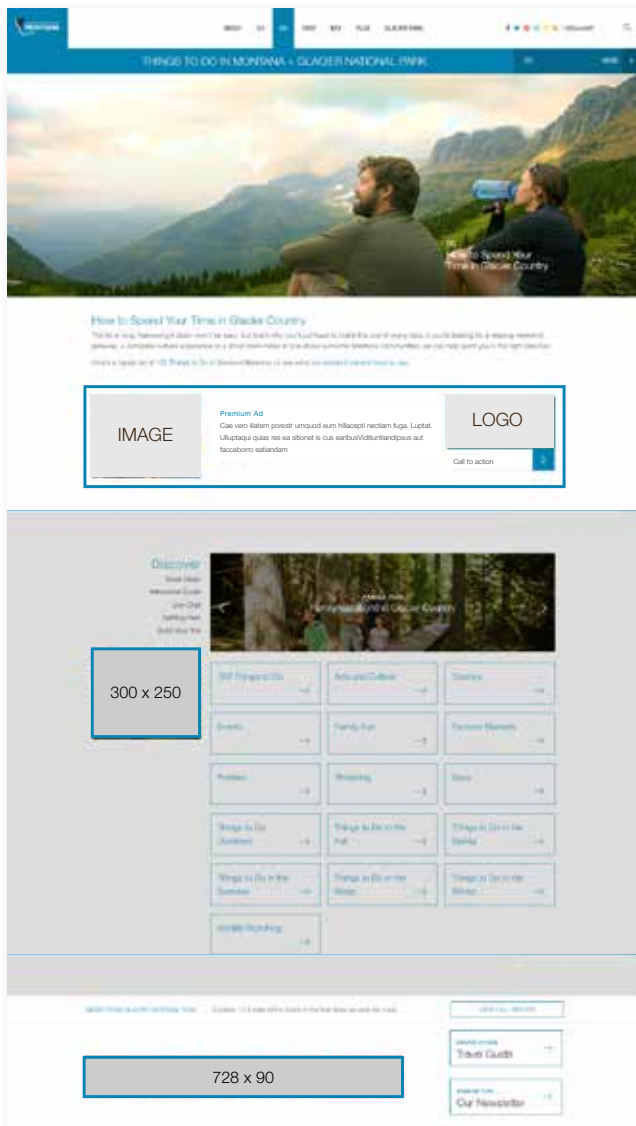
Microsite Run-of-Site Banner



Blog Run-of-Site Banner

Tia Metzger
 Partnership and Media Services Specialist
 Contract Agent of Glacier Country Tourism
 tia@windfallstudio.com
 P: 406.532.7963
 F: 406.829.8210

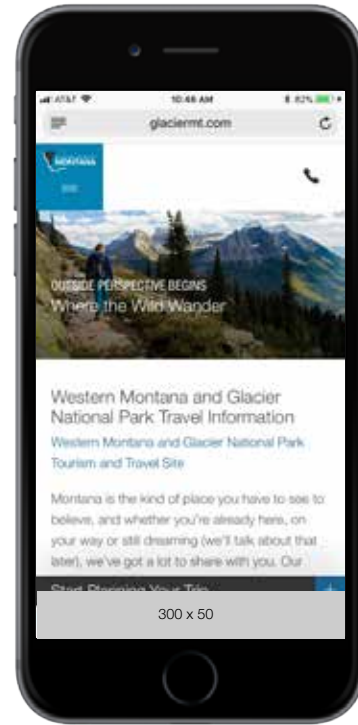




Internal
 Premium
 Promotion

Run-of-Site
 Banner

Run-of-Site
 Banner



Mobile
 Run-of-Site
 Banner

SPECIFICATIONS AND REQUIREMENTS

ROTATIONAL BANNERS — DESKTOP

- 300 pixels x 250 pixels,
- 728 pixels x 90 pixels
- JPEG or GIF files accepted
- Files must be under 30K
- Animated files must stop after 15 seconds
- No continuous looping

Please contact us for prior approval on HTML banner placements.

ROTATIONAL BANNERS — MOBILE

- 300 pixels x 50 pixels
- JPEG or GIF files accepted
- Files must be under 30K
- Animated files must stop after 15 seconds
- No continuous looping

PREMIUM PROMOTION

- Submit the following:
- One high-resolution photo
 - Business logo
 - Headline copy (up to 50 characters)
 - Body copy (up to 150 characters)
 - Clear call-to-action (up to three words)

Design and copy editing will be managed by Glacier Country Tourism. Ad preview will be provided to partner for approval.

EMAIL NEWSLETTER BANNERS

- 600 pixels x 100 pixels
- Static JPEG under 40K

Glacier Country Tourism reserves the right to review, revise and reject any advertising that does not fit within the ad requirements or support the Glacier Country Tourism brand.