

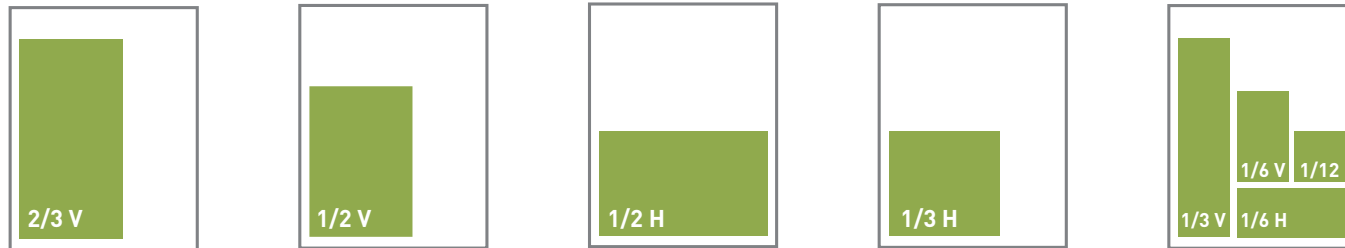
» AD SIZES

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
1/6 Horizontal	4.861" w x 2.25" h
1/6 Vertical	2.347" w x 4.75" h
1/3 Horizontal	4.861" w x 4.75" h
1/12 Square	2.313" w x 2.25" 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 Richter 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 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 res 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.

ONLINE BANNERS

300 px x 250 px, 728 px x 90 px, 320 px x 50 px, and 600 px x 100 px banners.

Jpgs, gifs and html files accepted. Please send a backup jpg for all animated files. Files must be under 30K. Animated files must stop after 15 seconds. No continuous looping. Email newsletter banners: 640 px x 100 px static jpgs under 40K.

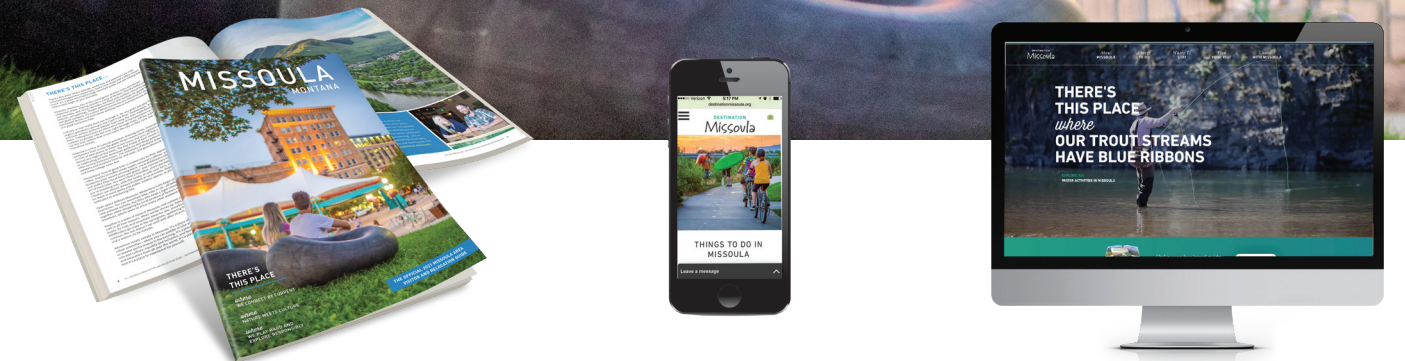
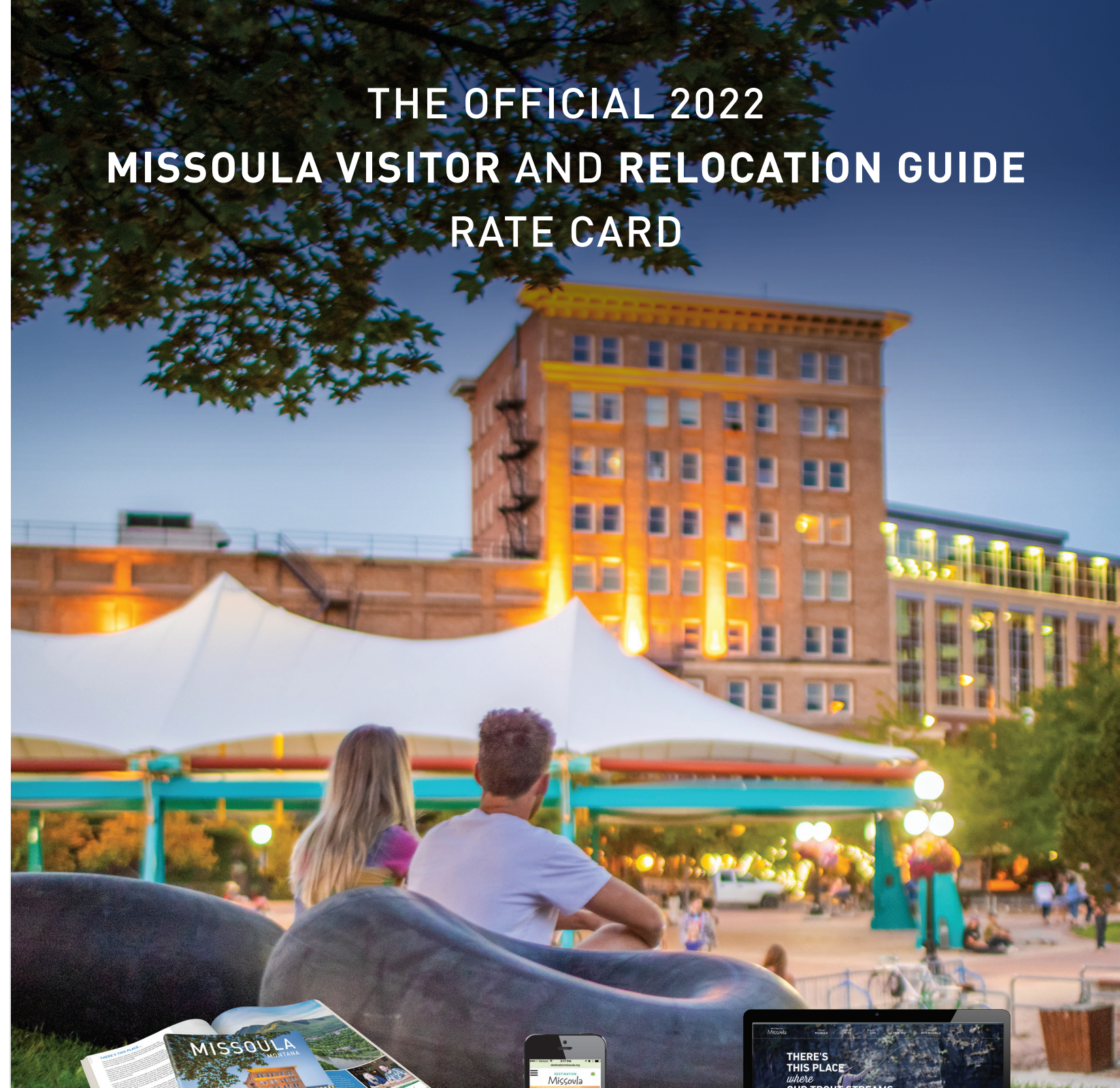
For complete and detailed specifications, application and PDF settings contact Windfall's Creative Director, Megan Richter Bland at 406.829.8200 or at megan@windfallstudio.com.

ADVERTISING DESIGN SERVICES

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

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

THE OFFICIAL 2022 MISSOULA VISITOR AND RELOCATION GUIDE RATE CARD



DESTINATION
Missoula

MISSOULA
CHAMBER
MISSOULA AREA CHAMBER OF COMMERCE

» DISTRIBUTION

Distributing 115,000 copies including 20,000 locally. Estimated readership of 378,000.

Destination Missoula and the Missoula Area Chamber of Commerce have partnered to provide Missoula's Official Visitor and Relocation Guide.

This premier guide serves as a unified resource for visitors, residents and local businesses. Highlights include Missoula attractions, culture, hospitality, entertainment, shopping and services.

Strategic distribution to the following locations:

- High traffic tourist destinations including rest stops
- Regional visitor centers
- Hotels, motels, bed and breakfasts, RV parks and campgrounds
- Realtors, property managers and apartment complexes
- Conventions, sporting events and meetings
- Missoula Area Chamber of Commerce members
- Wedding planners
- Missoula International Airport
- University of Montana



» ADVERTISING RATES

PREMIUM POSITIONS

Back Outside Cover (2/3 page)	\$4,500
Inside Front Cover	\$4,995
Inside Back Cover	\$4,895
Page 3, 4 or 5	\$4,500

INSIDE PAGES

Full Page	\$3,885
2/3 Page	\$2,800
1/2 Page	\$2,050
1/3 Page	\$1,450
1/6 Page	\$835
1/12 Page	\$450

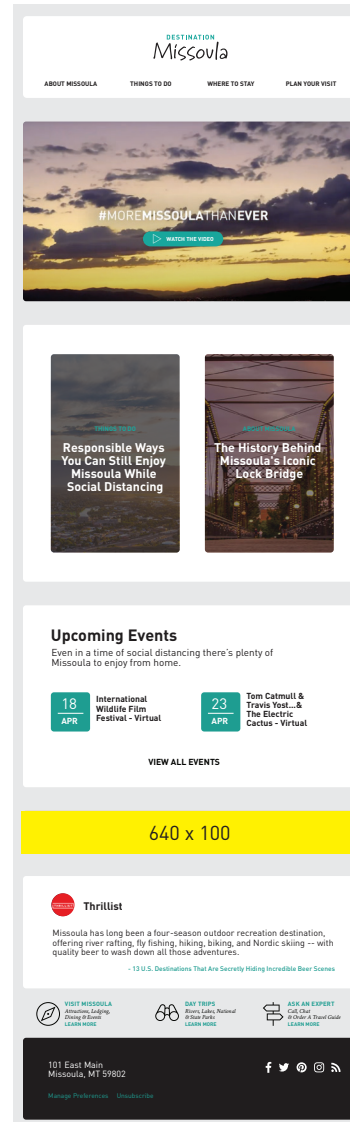
DIGITAL ADVERTISING

	Price with full page ad buy	Price with other ad purchase
Annual Banner Advertising Package 300x250, 320x50 and 728x90 Run-of-site Banners	\$600	\$1,200
Annual Premium Profile	\$500	\$1,000
Monthly Homepage Premium Ad One per month. Check availability.	\$750	\$1,500
Monthly Internal Page Premium Ad One per month. Check availability.	\$500	\$1,000
Monthly Email Newsletter Sponsorship One per month. Check availability.	\$750	\$1,000
6-Month Banner Package		\$700
12-Month Rotating Business Feature Featured on www.missoulachamber.com		\$400

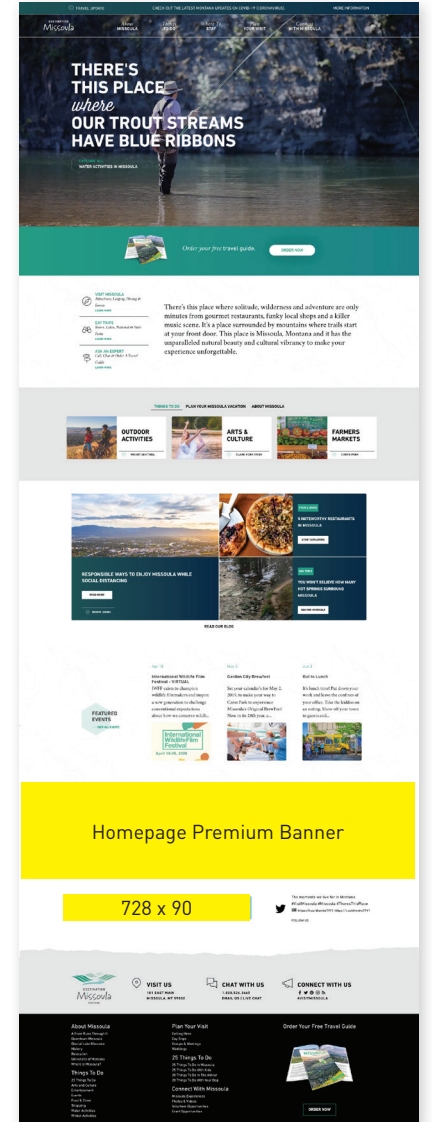
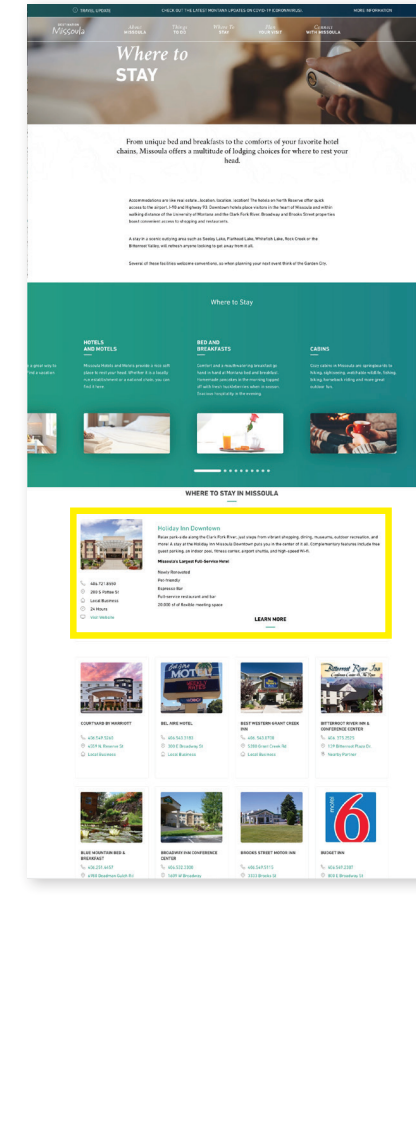
5% EARLY BIRD DISCOUNT JUNE 15, 2021
ADVERTISING DEADLINE JULY 31, 2021

AD FILE DEADLINE AUGUST 15, 2021
PUBLICATION DATE NOVEMBER 2021

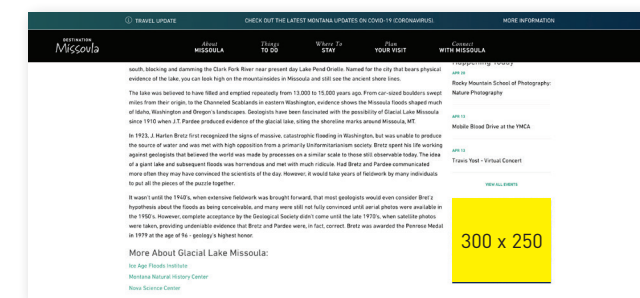
Email Newsletter



Premium Profile



Mobile



STRATEGIC MARKETING BUNDLE

- Full page ad
 - Homepage premium ad
 - Email newsletter sponsorship
 - Banner package run-of-site
 - Blog promotion pushed via social channels
- Save \$2,200**
\$6,000



Jim McGowan
jim@windfallstudio.com
cell:406.529.7909 | office: 406.829.8200

