

Explore

Big Sky

REAL  ESTATE

Featured listings & local expert knowledge

G U I D E

2015 MEDIA KIT

Explore Big Sky newspaper will be dedicating an entire section to Southwest Montana Real Estate in three 2015 issues. The special section will include full page ads and advertorials for developers, designers, architects and brokers. In addition to our readership of 33,000/issue, we will be increasing the print run to give ample exposure to the properties in this guide.

PRINT DATE	ADVERTORIAL DEADLINE	AD DEADLINE
February 6 (Presidents' day)	January 26	January 30
June 26 (July 4th - Big Sky PBR)	June 15	June 19
December 11 (Opening month of ski season, Christmas and New Year's Eve)	November 10	November 17

OPTIONS, SPECS AND RATES

FULL PAGE AD

Size: 10"w x 15.75"h

Color: CMYK

Images: 240 dpi

Text: For optimal printing, all text 12 pt. or less should be 100% black (C:0 M:0 Y:0 K:100)

File Type: Adobe PDF/x-1a: 2001 files only.

Submit to: media@theoutlawpartners.com

Custom Design: \$125/hour

Available pages/rates:

p. 3 (Broker or architect): \$1150

p. 5 (Developer or builder): \$1000

p. 6 (Designer): \$1000

p. 8-9 (2-page spread, listings from broker): \$1750

p. 11 (Broker): \$1000

p. 14 (Lender): \$1000

Back Cover (Broker or Architect): \$1200

COVER

Includes full page photo, logo and caption.
Advertiser to provide all elements by deadline.

Image: 10"w x 15.75"h, at least 240 dpi

Caption: 50 words or less

Logo: At least 240 dpi or vector file

Rate: \$1000

40% discount with purchase of advertorial

FULL PAGE ADVERTORIAL

Includes a 300-500 word writeup, 3-5 images, and captions.

Advertiser to provide all elements by deadline.
Explore Big Sky editorial team will edit and final provide final proof of layout.

Images: High resolution, must be at least 240 dpi

Captions: 50 words or less

Available pages/rates:

p. 4 (Broker): \$1200

p. 7 (Lender): \$1200

p. 10 (Architect): \$1200

p. 12 (Developer/Builder): \$1200

p. 13 (Designer): \$1200

p. 15: (Architect): \$1200

LAYOUT

COVER:

Full page image,
logo and caption

\$1200
(50% off if
purchased with
inside advertorial)

PAGE 2

Southwest
Montana market
update/stats

(Not for sale)

PAGE 3

FULL PAGE AD
for Broker or
Architect

\$1150

PAGE 4

FULL PAGE
ADVERTORIAL
for Broker

\$1200

PAGE 5

FULL PAGE AD
for Developer or
Builder

\$1000

PAGE 6

FULL PAGE AD
for Designer

\$1000

PAGE 7

FULL PAGE
ADVERTORIAL
for Lender

\$1200

PAGES 8 & 9

2 PAGE AD SPREAD
for listings from Broker

\$1750

PAGE 10

FULL PAGE
ADVERTORIAL
for Architect

\$1200

PAGE 11

FULL PAGE AD
for Broker

\$1000

PAGE 12

FULL PAGE
ADVERTORIAL
for Developer/
Builder

\$1200

PAGE 13

FULL PAGE
ADVERTORIAL
for Designer

\$1200

PAGE 14

FULL PAGE AD
for Lender

\$1000

PAGE 15

FULL PAGE
ADVERTORIAL
for Architect

\$1200

BACK COVER

FULL PAGE AD
for Broker or
Architect

\$1200

ADVERTORIAL PAGE SAMPLE

Title



3-5 photos

Caption

BYLINE

300-500 word writeup

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Caption



Caption

For questions or to get involved, contact

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406.995.2055

Explore

Big Sky



OUTLAW
PARTNERS.