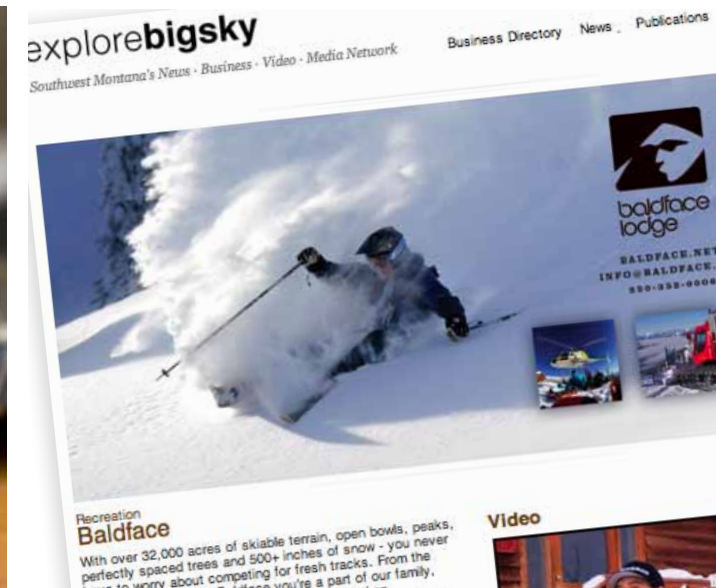




OUTLAW

. PARTNERS .

PUBLICATIONS & RATES 2011



media@theoutlawpartners.com

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75 Center Lane, Unit B
Big Sky, Montana 59716
t + [406] 995-2055

MOUNTAIN OUTLAW

EXPLORING LIFE & LAND IN SOUTHWEST MONTANA



MOUNTAIN OUTLAW MAGAZINE

Mountain Outlaw is a vivid, high-quality, full-color glossy magazine exploring the lifestyle, land and culture of Southwest Montana. Published twice a year – summer and winter – *Mountain Outlaw* is created with integrity and enthusiasm. Each edition features world-class photography and quality editorial content providing readers more than a story – an entire experience.

- **Largest exclusive distribution of any regional magazine**
- **Strategic placement in 150+ locations across Southwest Montana:** Big Sky, Bozeman, Gallatin Gateway, Livingston, Gardiner, Ennis, Dillon, Paradise Valley, West Yellowstone; 3000 rental properties in Big Sky area, businesses, Shuttle to Big Sky taxis and limos; Gallatin Field Airport, Yellowstone Club, Spanish Peaks, Moonlight Basin

ADVERTISING OPTIONS

2 Page Spread	\$3700	8.375" x 10.875" (x2) does not include bleed*
Full Page	\$2000	8.375" x 10.875" does not include bleed*
Half Page	\$1400	8.125" x 4.875"
1/4 Page	\$900	3.8542 x 5.1042
Side Bar	\$900	2.5" x 11.125"
1/8 Page	\$450	3.8542 x 2.3438
Front Inside Cover	\$2500	8.375 x 10.875 * does not include bleed
Back Inside Cover	\$2500	8.375 x 10.875 * does not include bleed
Back Cover	\$3000	8.375 x 10.875 * does not include bleed
Advertorial	\$5000	Exclusive, 1 per edition, 3 pages + photos

*please add .125" for full page ads with bleed.

PUBLICATION DATES & DEADLINES

	Ad Design Request Due (\$100)	Print-Ready Artwork Due
Summer 2011 edition - June 1	April 11	April 22
Winter 2011/2012 edition - December 1	October 11	October 22

ARTWORK SUBMISSIONS

Accepted formats: high resolution jpg, tif, pdf (at least 300 dpi)

Please note: artwork submitted for advertisements must meet quality standards and specifications for publication in the *Big Sky Weekly* and *Mountain Outlaw Magazine*. Artwork not meeting standards will be subject to decline or redesign fee of \$100.

Weekly

Big Sky

Big Sky's Locally Owned & Published Newspaper



BIG SKY WEEKLY NEWSPAPER

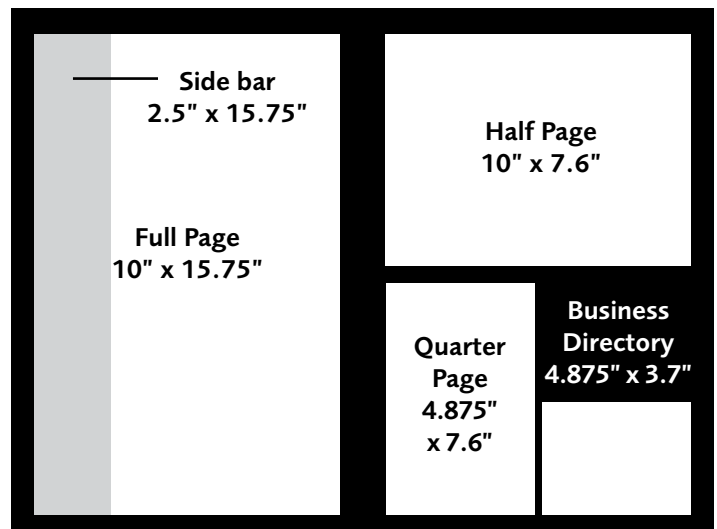
The *Big Sky Weekly* is a full color, local and regional news and lifestyle newspaper, produced and distributed every two weeks in over 150 locations across Southwest Montana.

- Circulation: 6,000 – 8,000 every 2 weeks
- Restocking on a weekly basis
- Largest exclusive distribution of any Big Sky newspaper
- **Strategic placement in 150+ locations across Southwest Montana:** Big Sky, Bozeman, Gallatin Gateway, Livingston, Gardiner, Ennis, Dillon, Paradise Valley, West Yellowstone; 3000 rental properties in Big Sky area, businesses, Shuttle to Big Sky taxis and limos; Gallatin Field Airport, Yellowstone Club, Spanish Peaks, Moonlight Basin

ADVERTISING OPTIONS

(all prices include coverage for 2 weeks)

Full Page	\$500	10"x15.75"
Half Page	\$275	10"x7.6"
1/4 Page	\$170	4.875" x 7.6"
Side Bar	\$170	2.5"x15.75"
1/8 Page (not in Business Directory)	\$100	4.875"x3.7"
Business Directory (1/8 page)	\$50	4.875"x3.7"
Classified	\$10	Up to 30 words
Classified with photo or logo	\$15	Up to 30 words
Advertorial	\$1750	Exclusive, 1 per edition



BIG SKY WEEKLY PUBLICATION DATES & DEADLINES

FEBRUARY

S	M	T	W	H	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5

MARCH

S	M	T	W	H	F	S
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

APRIL

S	M	T	W	H	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY (No publication)

S	M	T	W	H	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

JUNE

S	M	T	W	H	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

JULY

S	M	T	W	H	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

AUGUST

S	M	T	W	H	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

SEPTEMBER

S	M	T	W	H	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

OCTOBER (No publication)

S	M	T	W	H	F	S
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

NOVEMBER

S	M	T	W	H	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

DECEMBER

S	M	T	W	H	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

LEGEND

- 4** Publication date
- 23** Ad Design request due (\$100)
- 25** Print ready artwork due

explorebigsky

Southwest Montana's News · Business · Video · Media Network



EXPLOREBIGSKY.COM

Explorebigsky.com is Southwest Montana's New + Business + Video + Media Network

- Daily news & content updates
- Read Big Sky Weekly & Mountain Outlaw Magazine online
- Interactive Business Directory & travel planning
- Video portal
- Local coupons & special offers
- Twitter & Facebook feed
- Current Weather
- Montana Snow Reports (winter), Fishing Reports (summer)
- Aggressive SEO techniques; traffic driven to the site by Outlaw Partners cross-marketing



EXPLOREBIGSKY.COM MARKETING OPPORTUNITIES

BUSINESS DIRECTORY - \$100/MONTH

Virtual and affordable way to advertise your business, services and products online. Each Business Directory listing receives its own URL link (www.explorebigsky.com/project/BUSINESSNAME), customizable content and tabs. Photo galleries, video hosting, and links to client's own website, Facebook and/or Twitter account included free of charge.

Specs & Info

We are happy to create your Business Directory listing; if providing artwork and content for Business Directory listing, please submit the following:

1) Choose category: Events, Food & Dining, Lodging, Real Estate, Recreation, Services, Transportation

2) Email us:

1. Artwork for header – 920 x 420 px, or high res logo
2. Website, Facebook and/or Twitter page(s) to link
3. Main Description - up to 300 words (about business – general or specific)
4. Contact info – including mailing, physical location, email, phone, fax
5. Up to 5 sub-tabs with content up to 100 words (examples): Hours of operation, Directions, Services, Specials, Menu / List of products (if applicable), Photos (provide 800 px tall or wide, 72 dpi, 10 qty max)

3) Video - (if applicable): provide link to video on YouTube or Vimeo



BANNER ADVERTISEMENTS

Full Banner	\$350/mo	900 x 100 px
3/4 Banner	\$250/mo	600 x 100 px
Sidebar	\$200/mo	265 x 250 px
Coupon	\$100/mo	125 x 125 px

VIDEO HOSTING

Exclusive homepage – \$350/month

Business Directory – included with Business Directory listing - \$100/month

Custom Ad Placement – Options available for strategic ad or video placement within articles and content on explorebigsky.com. Pricing dependent on ad duration and desired location

