



Explore™

Big Sky

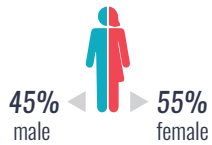
Explore Big Sky features award-winning editorial content, design and photography. As Big Sky's only local news source, EBS provides sweeping coverage of the issues impacting this burgeoning mountain community. Come for the news, stay for the rich cultural commentary.



CORE TITLE AUDIENCE:

65,000
readership per issue

1,000,000
annual readership



45 years old
median age



55%
married/partnered



42%
have children under the age of 16

THE EBS READER IS:

Affluent

Median Household Income: **\$150,000**

Median Net Worth **\$950,000**

Median Home Value: **\$750,000**

Have vacationed overseas in the past year: **60%**

Traveled to a National Park within the past year: **80%**

Engaged

Have read multiple issues of Explore Big Sky: **80%**

Median time spent with an issue: **45 minutes**



Active

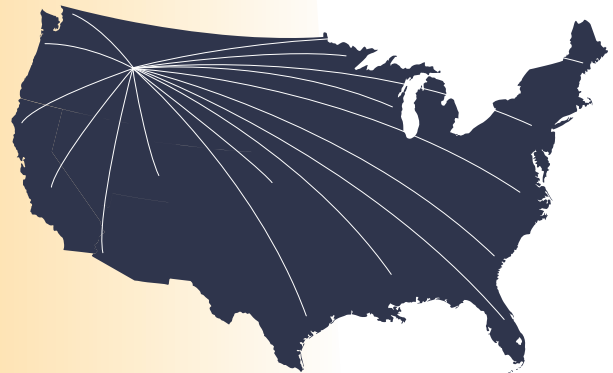
Participate in summer sports like golf, hiking, and biking: **80%**

Participate in winter sports like skiing and snowboarding: **70%**



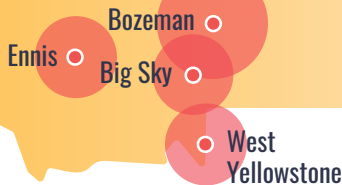
EBS Frequency: 26x per year / Every 2 weeks

EBS is distributed for two weeks of shelf life in 500 drop points across SW Montana.



Mailed to a dedicated readership in all 50 states.

Explore Big Sky is direct mailed to readers who are second home owners in Big Sky and have requested to receive our local news on a year round basis at their full time residences. A bulk of our readers have a net worth ranging from \$10 million to multi-billion. Explore Big Sky is read coast to coast on a bi-weekly basis.



Big Sky

ADVERTISING RATES:

Center spread w/ bleed	21.5 x 15.75in	\$2,000
Full page	10 x 15.75in	\$950
1/2 page horizontal	10 x 7.6in	\$500
1/2 page vertical	4.875 x 15.75in	\$500
1/4 page	4.875 x 7.6in	\$325
1/8 page	4.875 x 3.7in	\$200
Page 3, 5, 7		\$1,575

- Requested ad design, resizing, or text edits billed at \$150/hr
- Package discounts are available for consecutive-issue placement
- Specified placement fee: 20%
- A late fee is applied for files sent after the deadline

*A 10% premium is added to retail pricing for single issue buys in June, July, November & December Issues

1/2 PAGE
4.875 x 15.75in

1/2 PAGE
10 x 7.6in

FULL PAGE
10 x 15.75in

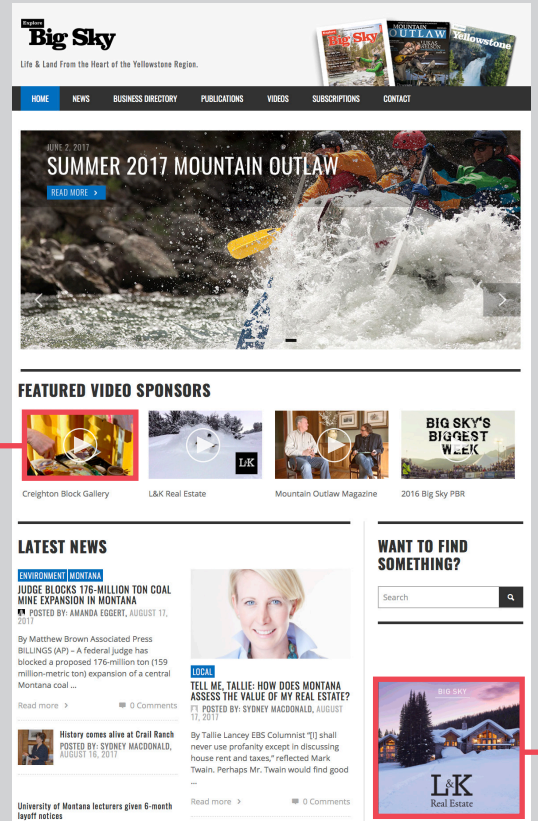
1/4 PAGE
4.875 x 7.6in

1/8 PAGE
4.875 x 3.7in

Please refer to page 3 for guidelines on preparing your artwork for best print results.

EXPLOREBIGSKY.COM ADVERTISING

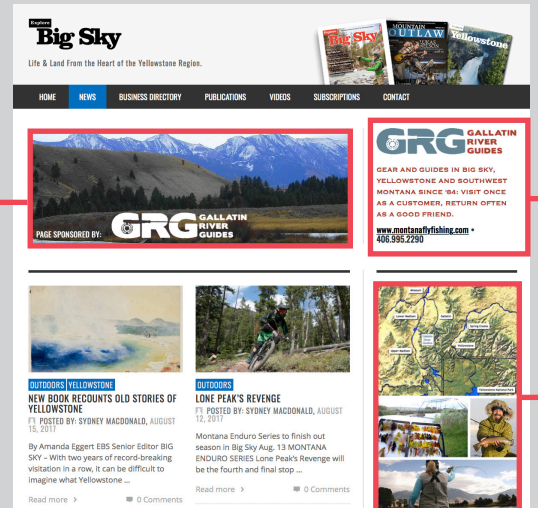
- Featured video on homepage: \$350/month
- Advertisement Tile (330x310): \$350/month



Subpage takeover = \$750/month

1. Top header area - 750x270 pixels
2. Logo in top-right corner - 330x63 pixels
3. Right sidebar - 330x523 pixels

*Only 10 spots available



Big Sky

PREPARING YOUR ARTWORK:

File Type:

Printable Adobe PDF/X-4:2008

Images:

Use high resolution images, at least 260 dpi
Images should be toned to be 20% lighter than what you desire on screen.

Dark images are not recommended



Not recommended



Recommended

Color:

When using black as a shape or for text it must be 100% black (C=0, M=0, Y=0, K=100)

Solid areas of color print great in newsprint

Text:

Text: 100% black (C-0 / M-0 / Y-0 / K-100)

No font smaller than 10 pt should be used. Text printed smaller is likely to print blurry/ unreadable

If reversing white text on a solid or photo background be sure it is at least 12 pt font. (Bolder fonts are recommended)

Naming Conventions:

"160801_businessname_ebs_ad.pdf"
(160801 = yy/mm/dd)

Submissions:

ersin@theoutlawpartners.com

*Please refer to SNAP guidelines for more specific instructions, available at outlaw.partners/resources

Testimonials:

Just wanted to take a moment to thank you and the Explore crew for helping and working with us on our advertising program. The "Featured Items" idea was a slam dunk! Kerri and I look forward to continuing our quest for success with Outlaw.

Kevin and Kerri Fabozzi

Owners of Consignment Cabin in Big Sky

Thanks to our full page promotion in Explore Big Sky, our January promotion of 'the Golden Ticket' here at Jackson Hole Mountain Resort has gone off the charts, specifically visitors from Bozeman and Big Sky. I feel confident in their audience and haven't hesitated to place more similar ads since.

David Johnson

*Marketing Manager
Jackson Hole Mountain Resort*

2019

SCHEDULE

 = ARTWORK DUE

 = ON-SHELF DATE

JANUARY

S	M	T	W	T	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		

FEBRUARY

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17	18	19	20	21	22	23
24	25	26	27	28		

MARCH

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31						

APRIL

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28	29	30				

MAY

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JUNE

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JULY

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28	29	30	31			

AUGUST

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25	26	27	28	29	30	31

SEPTEMBER

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER

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20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER

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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

DECEMBER

S	M	T	W	T	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				

DATES SUBJECT TO CHANGE DUE TO HOLIDAY SCHEDULES
FOR DETAILS AND QUESTIONS CONTACT SAM BROOKS AT SAM@THEOUTLAWPARTNERS.COM