



Explore™

# Big Sky

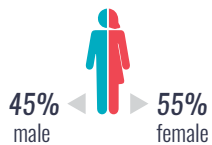
Explore Big Sky features award-winning editorial content, design and photography. As Big Sky's only local news source, EBS provides sweeping coverage of the issues impacting this burgeoning mountain community. Come for the news, stay for the rich cultural commentary.



## 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

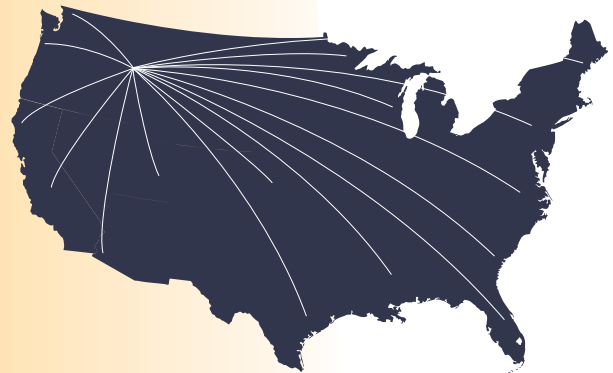
Participate in summer sports like golf, hiking, and biking: **80%**

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.

Bozeman  
Ennis  
Big Sky  
West Yellowstone

# 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

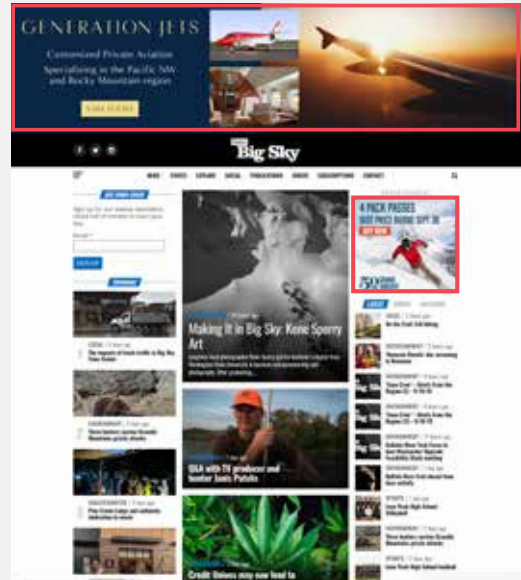
- Requested ad design, resizing, or text edits billed at \$150/hr
- Package discounts are available for consecutive-issue placement
- Specified placement fee: 20%
- A late fee is applied for files sent after the deadline

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

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

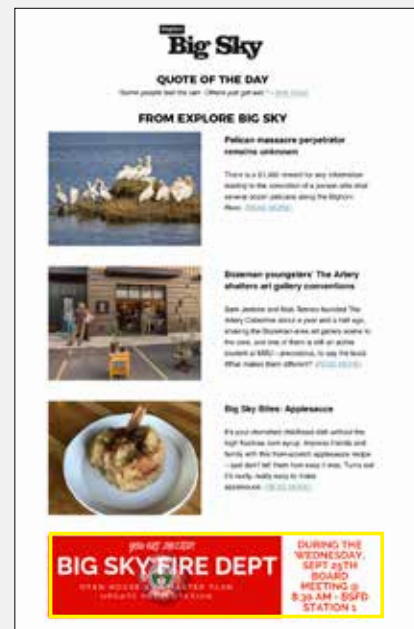
## EXPLOREBIGSKY.COM ADVERTISING

- Top banner ad: \$1,000/month
- Home page advertisement tile (330x310): \$750/month
- Other banner ads breaking up text = 500/month
- Tile Ads on subpages = 500/month



## TOWN CRIER NEWSLETTER ADVERTISING

- Banner Ad: \$1,500/month
- Town Crier runs every Tues/Thurs



# 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](http://outlaw.partners/resources)

## Testimonials:

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*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*

# 2020



= ARTWORK DUE



= ON-SHELF DATE

## January

Su	Mo	Tu	We	Th	Fr	Sa
		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

Su	Mo	Tu	We	Th	Fr	Sa
						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

## March

Su	Mo	Tu	We	Th	Fr	Sa
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				

## April

Su	Mo	Tu	We	Th	Fr	Sa
			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

Su	Mo	Tu	We	Th	Fr	Sa
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

## June

Su	Mo	Tu	We	Th	Fr	Sa
	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				

## July

Su	Mo	Tu	We	Th	Fr	Sa
			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	

## August

Su	Mo	Tu	We	Th	Fr	Sa
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

## September

Su	Mo	Tu	We	Th	Fr	Sa
		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			

## October

Su	Mo	Tu	We	Th	Fr	Sa
				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

## November

Su	Mo	Tu	We	Th	Fr	Sa
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					

## December

Su	Mo	Tu	We	Th	Fr	Sa
		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		