

VIEWS.

Big Sky's Real Estate Guide

With a focus on the real estate market in our town, supplemented with Big Sky living and lifestyle pieces, VIEWS.—published three-times per year—aims to remind even longtime residents of the roots of their love affair with the beautiful landscapes and people of our community.



PRINT & SUBSCRIPTIONS
240K READERS

Bozeman, Big Sky and the greater Gallatin Valley continue to be some of the fastest growing communities in the mountain west.

**BIG SKY SALES VOLUME
JANUARY-SEPTEMBER 2020**

(excluding Yellowstone Club):

\$737,200,000

**MEDIAN SALES PRICE GROWTH:
BIG SKY**

+19.6% (Aug 2019-2020)

BOZEMAN

+21.5% (Aug 2019-2020)



Data as of Sept. 2020

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COVER FEATURE:

This is our premier advertisement offering, a package that not only includes the cover photo – a first and lasting impression made on any reader – but also a half-page ad within the publication to complement the cover. **This opportunity is limited to one advertiser per issue at a price of \$10,000.**

BACK COVER:

This opportunity, a full-page ad located on the back cover of the publication, is limited to one advertiser per issue at a price of **\$4,500.**

TWO PAGE SPREAD:

A two-page spread within the publication is a fantastic means to earn a reader's consideration. **Starting at \$3,250**, this offering can be supplemented with original ad design at negotiated costs.

FULL PAGE ADVERTISEMENT:

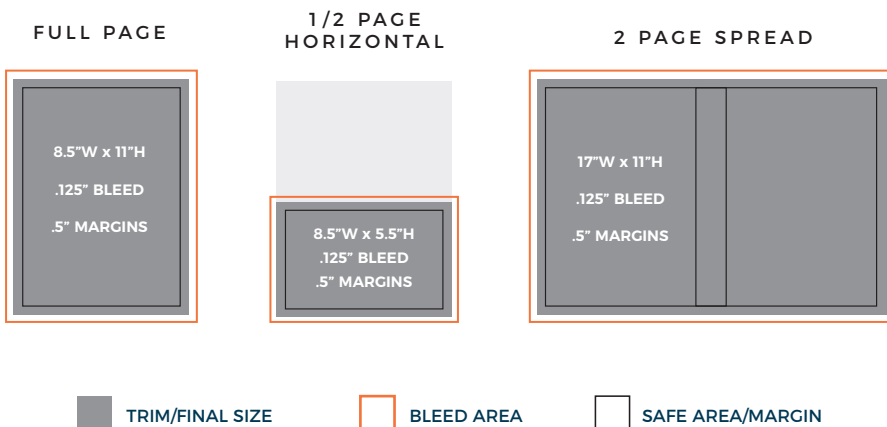
This standard of print publication advertising, a full-page placement, **starts at \$2,500** and can be supplemented with original ad design at negotiated costs.

HALF PAGE ADVERTISEMENT:

One half-page advertisement placement within the publication costs **\$2,000 (only 4 available)**, with original ad design options available at negotiated costs.

ADVERTORIAL:

Advertorials rank among the most effective means to capture a reader's consideration, tapping formatting and writing styles akin to original content. This native content offering is a 2-to-4-page feature on a listing, product or topic relating to the general real estate and interior design industries. **Starting at \$3,500 for 2 pages**, our writers will conduct a half day interview with you and craft an article, with your oversight, to tell the story behind you as an agent, your business or your properties. A 3rd page costs an additional \$500, a 4th page costs an additional \$800.



FINAL AD ARTWORK DUE

Fall issue: **October 2, 2020**

Spring 2021 [President's Day issue]: **January 8, 2021**

Summer 2021 [4th of July issue]: **June 4, 2021**

Original ad design options available

ARTWORK PREPARATION

- For all sizes, please create your design file with 0.125" bleed and 0.5" margins
- **PLEASE MAKE SURE TO EXPORT YOUR FILE WITH THE BLEED SETTING TURNED ON**
- 0.5" safe area margin required. This means that all important text/logos are placed within this area
- **Do not include crop or bleed marks when sending final .pdf file**
- Minimum 260 DPI for photos
- Submit artwork as a high resolution PDF. Other file formats will not be accepted
- **For any artwork questions, please email our designer: marisa@theoutlawpartners.com**



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**WANT TO LEARN MORE AND GET INVOLVED?
DROP US A LINE!**

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