

Explore™

Big Sky

Explore Big Sky is Big Sky's local news source - a bi-weekly print newspaper and digital resource featuring award-winning editorial content, design and photography. EBS provides sweeping coverage of the issues impacting Big Sky and the greater Yellowstone region.



PRINT & SUBSCRIPTIONS:
ANNUAL READERSHIP -
1.1M READERS



DIGITAL:

16K INSTAGRAM FOLLOWERS
40K Impressions/Week

10K FACEBOOK FOLLOWERS
8K Avg Post Reach/Week

EXPLOREBIGSKY.COM ANNUAL PERFORMANCE AVERAGE

676,000 users
1,010,000 sessions
1,420,000 pageviews

TRAFFIC SOURCES

36% Direct
36% Organic Search
20% Social
8% Referral

TOP 10 USER TRAFFIC LOCATIONS

- Bozeman, MT
- Big Sky, MT
- Salt Lake City, UT
- Dallas, TX
- Billings, MT
- Chicago, IL
- Denver, CO
- Los Angeles, CA
- New York, NY
- Seattle, WA

Data as of Sept. 2020

Explore™

Big Sky



2 PAGE SPREAD

21" W x
16" H
\$2,000

FULL PAGE

10" W x
16" H
\$950

1/2 PAGE HORIZONTAL

10" W x
7.875" H
\$500

1/2 PAGE VERTICAL

4.875" W
x 16" H
\$500

1/4 PAGE 1/8 PAGE

4.875" W
x 7.875" H
\$325

4.875" W
x 3.75" H
\$200

ARTWORK PREPARATION

- File type: Printable Adobe PDF/X-4:2008 (choose this setting in the drop down menu when you export your file)
- **USE HIGH RES IMAGES:**
At least 260 DPI / higher MB files.
- Images print darker in newsprint, please tone photos 20% lighter than what you desire on screen. **Very dark images not recommended.**
- Use 100% black for text and shapes. (C=0, M=0 Y=0, K=100)
- Keep font size at 10pt. or higher and bold fonts are recommended.
- 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
- **For any artwork questions, please email our designer:**
marisa@theoutlawpartners.com

***Special placement on pages 3, 5, and 7 pricing: \$1,575**

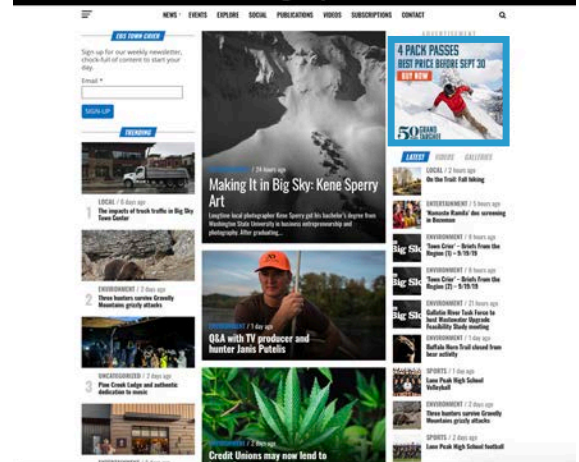
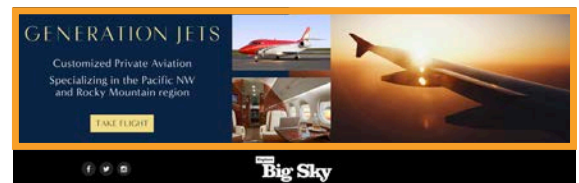
**A 10% premium is added to retail pricing for single issue buys in June, July, November & December Issues*



Banner Ad: \$1,500/month
Town Crier runs 5x per week

- **Regular banner ad:**
Banner size: 1600x400 pixels at 300 dpi, JPEG format
- **Presenting Partner:**
Banner size: 1600x800 pixels, 300 dpi, JPEG format
- **KEEP TEXT & LOGO LARGE!**
Tagline / header text font size 42pt. (min), the bigger the better.
- **Less is more!**
- **Need design assistance? We'd be happy to help.**

ADVERTISING EXAMPLES:



EXPLOREBIGSKY.COM ADVERTISING

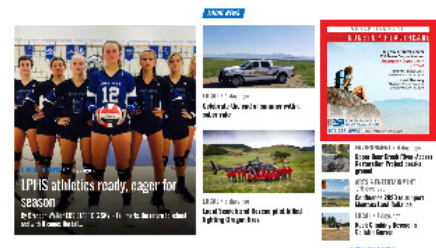
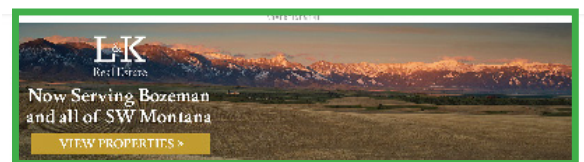
see image to the right for examples

TOP BANNER AD:
1600x408 pixels
\$1,000/month

HOME PAGE ADVERTISEMENT TILE:
330x310 pixels
\$750/month

OTHER BANNER ADS BREAKING UP TEXT:
728x186 pixels
\$500/month

TILE ADS ON SUBPAGES
330x310 pixels
\$500/month



All files must be submitted in jpeg format, at 300 DPI.

EXPLORE BIG SKY NEWSPAPER AD DEADLINES
AND PRINT DATES

2021

January

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	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						

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						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					

June

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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				

September

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	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

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			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	



ARTWORK DUE



ON-SHELF DATE

AD DEADLINE IS ALWAYS THE WEDNESDAY PRIOR TO NEWSPRINT



OUTLAWTM
• P A R T N E R S •

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

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