## 

# 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.

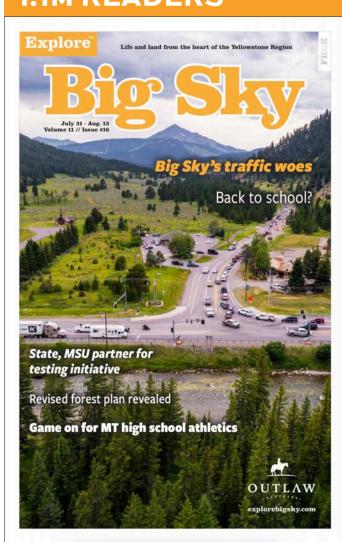








#### PRINT & SUBSCRIPTIONS: ANNUAL READERSHIP -1.1M READERS



#### **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% Direct36% Organic Search20% Social8% Referral

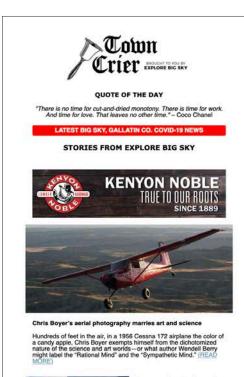
#### **TOP 10 USER TRAFFIC LOCATIONS**

- 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



Five times a week, Explore Big Sky's "Town Crier" newsletter delivers news briefs that provide our audience with information they need to stay relevant and carry conversations on the most interesting bits of regional news and entertainment. We do the heavy lifting, curating the most engaged-with and talked-about stories from around our town, region and state...all you need to do is hop on board.

Not to mention...our readers love us.



#### Resort tax board talks testing with Congress

At the Big Sky Resort Area District board's Aug. 12 meeting, board chair Kevin Germain said the district is now in successful communication with the offices of Montana Sens. Steve Daines and Jon Tester, as well as Rep. Greg Gianforte after sending a letter to the delegation requesting its advocacy for more testing supplies for Montana... and eventually Big Montana... and eventually Big



#### mint and the state of

common for officials to take the blame whether they make the correct calls or not. We more easily accept that players make mistakes, coaches make poor decisions, and fans can take liberties with the rules to fit their desired outcome, but our officials are expected to be perfect.\* (READ MORE)



#### **WEEKLY REACH**

**75,000 INBOXES** 

#### **ANNUAL REACH**

3,950,000 INBOXES

#### **OPEN RATE**

22.5%

(industry avg 15-25%)

#### **CLICK RATE**

6%

(industry avg 2.5%)

#### **DELIVERY RATE**

99%

Data as of Sept. 2020



### $\mathbf{Explore}^{\mathbf{m}}$

# Big Sky



#### 2 PAGE SPREAD



## 1/2 PAGE 1/2 PAGE ORIZONTAL VERTICAL



#### **FULL PAGE**



#### 1/4 PAGE 1/8 PAGE



#### 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

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



Banner Ad: \$1,500/month

• 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.



#### 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

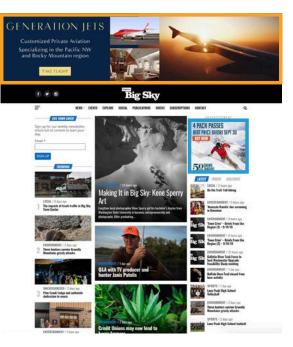
#### OTHER BANNER ADS BREAKING UP TEXT:

728x186 pixels \$500/month

#### **TILE ADS ON SUBPAGES**

330x310 pixels \$500/month

#### **ADVERTISING EXAMPLES:**









## EXPLORE BIG SKY NEWSPAPER AD DEADLINES AND PRINT DATES

## 2021

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ON-SHELF DATE

ARTWORK DUE



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

410.960.4152

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