

# 2025 TRAVEL GUIDE ORDER



## Display Ad

This form can also be completed online at <https://members.southwestmt.com/promote/travel-planner/>

Advertising deadlines – reserve space with payment due by **Wednesday, September 25, 2024, first come, first served.** Ad materials are due by **Wednesday, October 23, 2024.**

Send to: Southwest Montana, 1105 Main St. Deer Lodge, MT 59722.

You may also email [office@southwest.com](mailto:office@southwest.com). We also accept credit cards online.

Please make any necessary changes. This information is for your free Travel Guide listing.

Contact Name: \_\_\_\_\_  
Business Name: \_\_\_\_\_ Business Phone: \_\_\_\_\_  
Business Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_ Website: \_\_\_\_\_  
\*Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

*\*If different from business address, this address will not be published*

### I would like to purchase:

- Full page ad: \$2,500       Half-page horizontal ad: \$1,500       Advertorial: \$2,750  
Back Cover (Virginia City): \$3,700 Inside Back (Butte CVB): \$3,000

*\*Your ad automatically includes your annual Southwest Montana membership and a FREE Travel Guide listing.*

**Please return this form with your payment by September 25, 2024. You can also fill it out online at <https://members.southwestmt.com/promote/travel-planner/>.**

### ADVERTISING SPECS FOR THE 2025 SOUTHWEST MONTANA TRAVEL PLANNER

Half-page ad: 8.375" x 5.4375"  
Half-page trim size: 8.375" x 10.875"

Full page ad: 7.375" x 9.875"  
Full page ad trim size: 8.375" x 10.875"

Back page: 8.375" x 10.875"  
Add .125" bleed to all sides

All files must be submitted by October 23, 2024, to:  
Southwest Montana, 1105 Main St.  
Deer Lodge, MT 59722  
[office@southwestmt.com](mailto:office@southwestmt.com)

### DIGITAL FILES:

- Ads need to be 300dpi CMYK high-resolution PDF files. EPS or TIFF files are acceptable. For EPS files, all fonts need to be converted to outlines and files should be Stuffed or Zipped. TIFFs need to be 300 dpi CMYK. LZW compression is allowed.
- JPEG files are acceptable if they are 300dpi and saved with a quality factor of 9 or greater. CMYK is preferred.
- All RGB files and spot colors will be converted to CMYK and color accuracy is not guaranteed.

If you have any ad spec questions, please Contact Kelly Kimball at 775-317-1799 or [kkimball@theabbiagency.com](mailto:kkimball@theabbiagency.com).

1105 MAIN STREET, DEER LODGE, MT 59722 | 406.846.1943

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