

# VISIT BIG SKY

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MEDIA KIT 2026 - 2027





## TRAVEL GUIDE DISTRIBUTION

The Visit Big Sky Montana Travel Guide is the region's exclusive promotional publication, reaching a highly engaged audience through a nationwide marketing campaign and a premier distribution network. As the primary collateral piece for Visit Big Sky's annual marketing, public relations, and sales efforts, it's included in all press kits and featured at major industry and consumer travel shows.

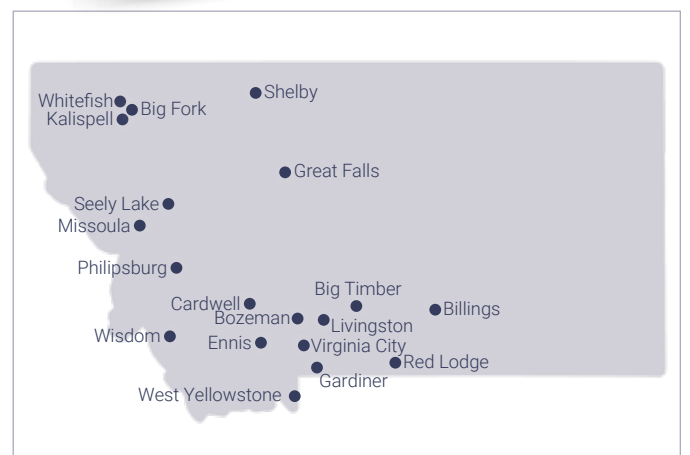


## OFFICIAL FULFILLMENT PIECE

Serving as the official fulfillment piece, the guide is available at Montana tourism offices, regional visitor centers, state welcome centers, and is placed exclusively in more than 4,000 resort units, hotel rooms, vacation homes, condos, and bed-and-breakfasts throughout Big Sky.

## WIDE DISTRIBUTION NETWORK

With a broad distribution network, the guide is mailed across all 50 states and to more than 15 countries, available at Bozeman Yellowstone International Airport, and distributed to over 20 visitor centers, chambers of commerce, state welcome centers, and key tourism partners throughout Montana—ensuring consistent visibility to travelers before and during their stay.



**5,500 digital downloads  
& 60,000 printed copies  
distributed annually**

# PRINT + DIGITAL COLLABORATION

In addition to the strong distribution of the printed Visitor Guide, advertising is supported by a robust digital presence:

VisitBigSky.com attracts a large and steadily growing audience of travelers researching Big Sky, Yellowstone, and the surrounding Montana region. Visit Big Sky actively promotes the Visitor Guide online and encourages users to request a printed copy directly through the website. One of the site's primary calls to action is for visitors to "Request a Visitor Guide."

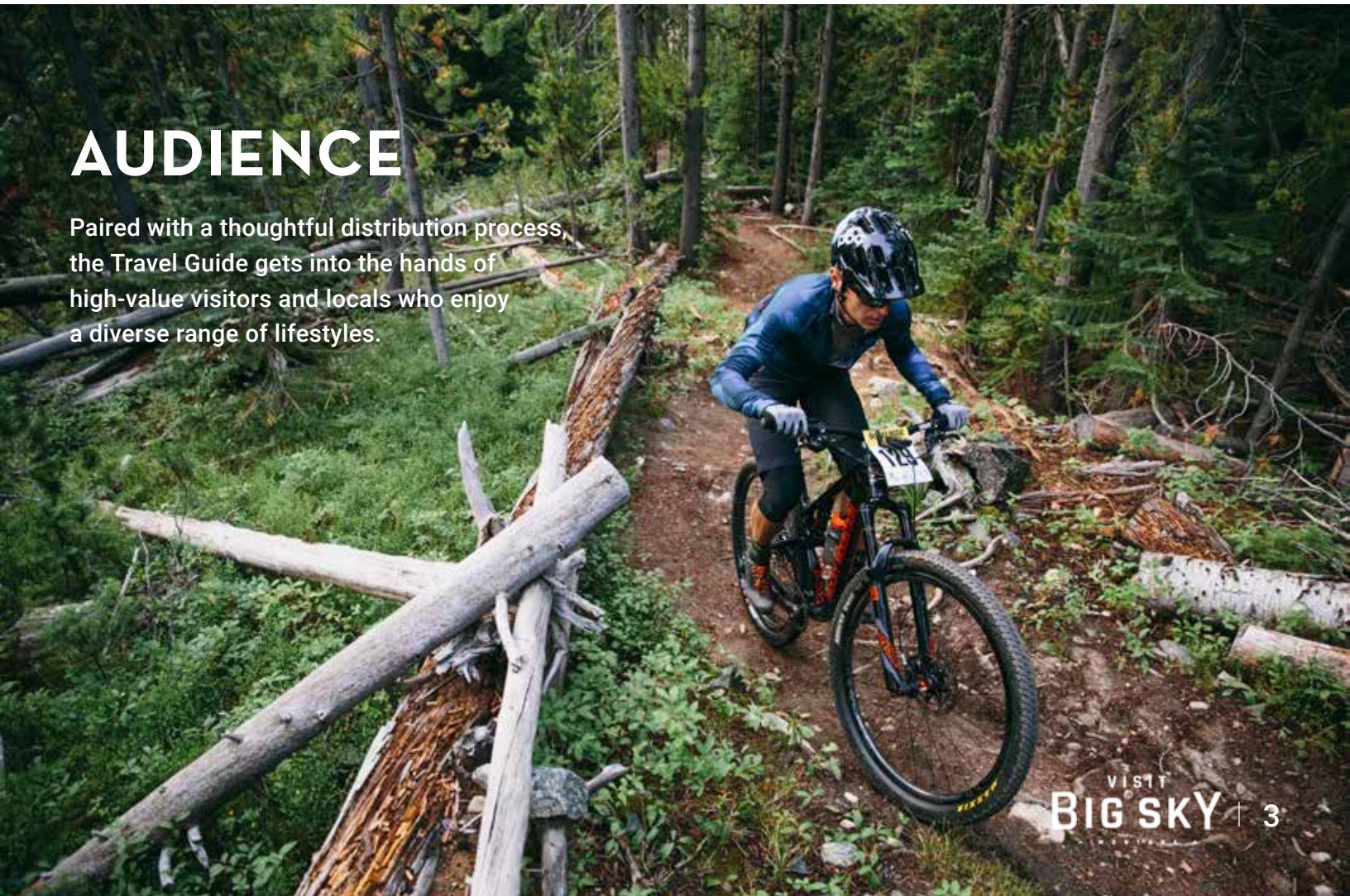
A fully interactive digital version of the Visit Big Sky Visitor Guide is also featured on the website, complete with direct links to participating businesses, partners, and advertisers, offering increased visibility and engagement.

Ongoing SEO efforts continue to expand Visit Big Sky's organic reach, driving significant year-over-year growth in website traffic and trip-planning inquiries.



# AUDIENCE

Paired with a thoughtful distribution process, the Travel Guide gets into the hands of high-value visitors and locals who enjoy a diverse range of lifestyles.

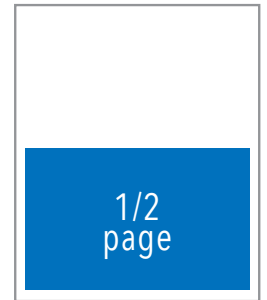




# PRINT ADVERTISING SPECS

AD DIMENSIONS	WIDTH	HEIGHT
Full page (bleed)*	8.6 in	11.125 in
Trim	8.375 in	10.875 in
Live area	7.875 in	10.375 in
Full page	6.25"	8.75"
1/2 page horizontal	7.875 in	5.125 in
1/2 page vertical	3.875 in	10.375 in
1/4 page	3.875 in	5.125 in

\*For full-page bleed ads, include .125" extended border. All text and images must be within the "live area" to ensure a safe distance from the trim.



All images must be high resolution for print quality (300dpi). IMAGES AND LOGOS COPIED FROM WEBSITES ARE NOT USABLE.

CMYK process colors only (no RGB files accepted). Color accuracy is the responsibility of the advertiser and will be held to SWOP standards. Do not use ICC or Spot Color profiles.

All ad files must be submitted as a single page, high-resolution PDF/x-4 formatted file, with fonts outlined. THE ADVERTISER ASSUMES ALL RESPONSIBILITY FOR FILES THAT DO NOT OUTPUT CORRECTLY DUE TO ERRORS OR OMISSIONS DURING CONSTRUCTION. Please contact Oregon Media for design specification questions.

PDFs may be submitted via FTP or email. Oregon Media is not responsible for PDF files submitted with spot color graphics or compressed file formats embedded. THESE FILES MAY YIELD UNSATISFACTORY RESULTS WHEN PRINTED.

## DELIVERY

Online: [oregonmedia.wetransfer.com](http://oregonmedia.wetransfer.com) | Email: [ads@visitbigskymt.com](mailto:ads@visitbigskymt.com)




**EARLY BIRD DISCOUNT!**  
Secure your ad placement by **January 2nd** to receive an exclusive **10% discount** on your ad rate.

# PRINT ADVERTISING PRICING

## Premium Placements

Inside front cover	\$7,645
Back cover	\$7,645
Inside back cover	\$7,645

## Display Ad Size

Full page	\$3,995
1/2 page	\$2,745
1/4 page	\$1,645

## NEW Co-Op Ad Pages

**New this year!** Join our co-op pages for **dining, shopping, and lodging**—each listing includes one photo and your business name for easy visibility and strong traveler engagement. **Hurry limited spacing!**

6-up: Lodging	\$995
9-up: Dining & Shopping	\$545

## Ad Build Fee

We provide ad design services at a rate of \$250 per ad build. Ad build includes two proofs. Additional proofs needed will be charged at a rate of \$50 per proof.

**MARCH 2<sup>ND</sup>**  
Reserve your Ad Space

**MARCH 16<sup>TH</sup>**  
Ad Materials are DUE

**MAY 1<sup>ST</sup>**  
Publication Date





# ADVERTISING CONTRACT

Business Name \_\_\_\_\_ Primary Contact \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

## AD SIZES AND PRICES

Please circle the ad size you wish to purchase. Advertiser agrees to buy, and Big Sky (Official Big Sky Visitor Guide) agrees to publish advertising as follows:

<b>Premium Page</b> <b>\$7,645</b>	<b>Full Page</b> <b>\$3,995</b>	<b>Half Page</b> <b>\$2,745</b>	<b>1/4 Page</b> <b>\$1,645</b>	<b>Lodging Co-Opt Page</b> <b>\$995</b>	<b>Dining / Shopping Co-Opt Page</b> <b>\$545</b>
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## COST CALCULATOR

Ad Cost \$ \_\_\_\_\_

10% Early Bird Discount \$ \_\_\_\_\_

Ad Artwork Build \$ \_\_\_\_\_

Total Due \$ \_\_\_\_\_

50% Deposit \$ \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

## COSTS & DATES

Advertiser agrees to pay a total of \$ \_\_\_\_\_ for specified advertisement and additional opportunities per the following terms and conditions:

<b>Early Bird Discount</b>	<b>1/2/2026</b>
<b>Ad Reservations Due</b>	<b>3/2/2026</b>
<b>Ad Materials Due</b>	<b>3/16/2026</b>
<b>Publication Date</b>	<b>5/1/2026</b>

Payment Enclosed  Bill Contact

**\*Regardless of how the ad is billed and paid, the 50% payment must be received by January 2, 2026 in order to receive the 10% discount.**

*Accounts due and payable as listed on this contract. Failure to pay as agreed may result in the ad not running and will result in billing at full rate with finance charge of 1.5% per month on accounts over 30 days past due. Advertiser liable for all collection costs and attorney's fees. No ads may be placed if there is an outstanding balance for any previous year.*

**Publisher's Policies:** This contract is the only agreement between the two parties and is not subject to cancellation or refund. In the event all advertising materials are not provided to publisher's specifications and deadlines, the publication of the name, address and phone number of the advertiser will be considered in compliance with the terms of this advertising agreement. The Official Big Sky Visitor Guide will not be bound by any condition, printed or otherwise, appearing on insertion orders, copy instructions, copy itself, or contracts when such conditions conflict with Big Sky Visitor Guide policies or the provisions of this order form. Advertisers and their advertising agencies assume liability for all contents (including text, representation, and illustration) of advertising and also assume responsibility for any claims arising against the publisher as a result thereof. Publisher reserves the right to refuse any advertisement which is considered to be (at publisher's sole discretion) in poor taste, a diversion from the general objectives of this publication or a "coupon style" ad. Publisher has made every effort to maintain the accuracy of information included in the Official Big Sky Visitor Guide and accepts no responsibility for errors, changes or omissions. Publisher shall not be responsible or liable for failure to publish any advertisement or copy when caused by fires, labor dispute, strike, government restrictions, war, riot, insurrection, acts of terrorism, natural disasters, weather, acts of God or other circumstances beyond the reasonable control of Publisher. If failure to publish any advertisement copy of advertiser is the fault of Publisher, the sole liability of Publisher shall be the return of the actual amount paid by advertiser and in no event will Publisher be liable for any lost profits or consequential, special or any other damages of any kind. Failure to pay for ad placement as outlined by this contract may result in the Publisher not publishing the ad.



# FOR MORE INFORMATION

Contact: [ads@visitbigskymt.com](mailto:ads@visitbigskymt.com)

Find [@visitbigsky](#) online

