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Digital Rate Card

Take advantage of an exciting marketing opportunity with Western Montana's Glacier Country. In a fragmented media landscape, it's more important than ever for tourism businesses to spend their advertising dollars on highly targeted messaging—reaching the right potential visitors at the right time with the right message.

Western Montana's Glacier Country understands the marketing needs and budget constraints of its partners. As traditional advertising costs climb, many placements can be cost prohibitive. To help partners effectively reach the right audiences, our website is a **privately-funded project** with the mission to make advertising available to all partners in need of marketing support.

Partners can now purchase premium advertising placement on *glaciermt.com*, our microsites and our consumer and B2B blogs. Position your business and your advertising messages in front of **2.6 million unique visitors annually**—consumers specifically interested in Western Montana.

Online advertisers also benefit from Glacier Country's dynamic marketing efforts and digital reach:

- 480,000+ recipients currently receiving email newsletters
- 430,000+ social followers
- \$1.1 million+ annually in targeted print and digital media placements



We strongly encourage you to consider placing your advertising message on the **top-performing regional tourism website in the state** and harness the cooperative power of your Glacier Country partnership.



DIGITAL ADVERTISING OPPORTUNITIES

Western Montana's Glacier Country Website and Consumer Blog

- GLACIERMT.COM
- BLOG.GLACIERMT.COM

HOMEPAGE PREMIUM PROMOTION

- Premium placement on homepage including one photo, headline, promotional copy, logo and call-to-action (CTA) for desktop viewers
- Premium 320 x 50 mobile banner for homepage mobile views
- Maximum of two advertisers per month unless exclusivity is purchased
- Maximum of three months per year per advertiser
- Advertising design managed by Glacier Country from partner-provided photo, logo, copy and call-to-action (CTA)
- Package includes 728 x 90, 300 x 250 and 320 x 50 run-of-site banners for the month on internal pages

[\\$1,000 per month Signature Partners](#)

[\\$1,250 per month Basic Partners](#)

INTERNAL PREMIUM RUN-OF-SITE PROMOTION

- Premium placement on internal pages including one photo, headline, promotional copy, logo and call-to-action (CTA) for desktop viewers
- Premium placement rotates through all internal pages except winter content
- Includes a 320 x 50 mobile run-of-site banner for the month
- Maximum of three advertisers per month
- Advertising design managed by Glacier Country from partner-provided photo, logo, copy and call-to-action (CTA)
- Package includes 728 x 90, 300 x 250 and 320 x 50 run-of-site banners for the month on internal pages

[\\$2,000 per month Signature Partners](#)

[\\$2,500 per month Basic Partners](#)

RUN-OF-SITE BANNER PACKAGE — DESKTOP + MOBILE

- Rotational banner package on internal pages including 728 x 90, 300 x 250 and 320 x 50 sizes
- 728 x 90 runs on all desktop pages except homepage
- 300 x 250 runs on all desktop and mobile pages except homepage
- 320 x 50 runs on all mobile pages except homepage

[\\$125 per month or \\$1,250 per year prepaid Signature Partners](#)

[\\$150 per month or \\$1,500 per year prepaid Basic Partners](#)

Please note there will be no premium position or banner advertising placements on cooperative landing pages.

Please contact us for sponsorship opportunities for our cooperative landing pages. *Banner ad space has limited availability.*

Microsites

- TOUROPERATORS.GLACIERMT.COM
- MEETINGS.GLACIERMT.COM
- WEDDINGS.GLACIERMT.COM

RUN-OF-SITE BANNER PACKAGE

- Rotational banner package on all pages including 728 x 90, 300 x 250 and 320 x 50 sizes
- 728 x 90 runs on all desktop pages except homepage
- 300 x 250 runs on all desktop and mobile pages except homepage
- Maximum of three advertisers per month

[\\$50 per month or \\$500 per year prepaid Signature Partners](#)

[\\$65 per month or \\$625 per year prepaid Basic Partners](#)

Business-to-Business Blog

- B2B.GLACIERMT.COM

RUN-OF-SITE BANNER PACKAGE

- Rotational banner package on all pages including 728 x 90, 300 x 250 and 320 x 50 sizes
- 728 x 90 runs on all desktop pages except homepage
- 300 x 250 runs on all desktop and mobile pages except homepage
- Maximum of three advertisers per month

[\\$50 per month or \\$500 per year prepaid Signature Partners](#)

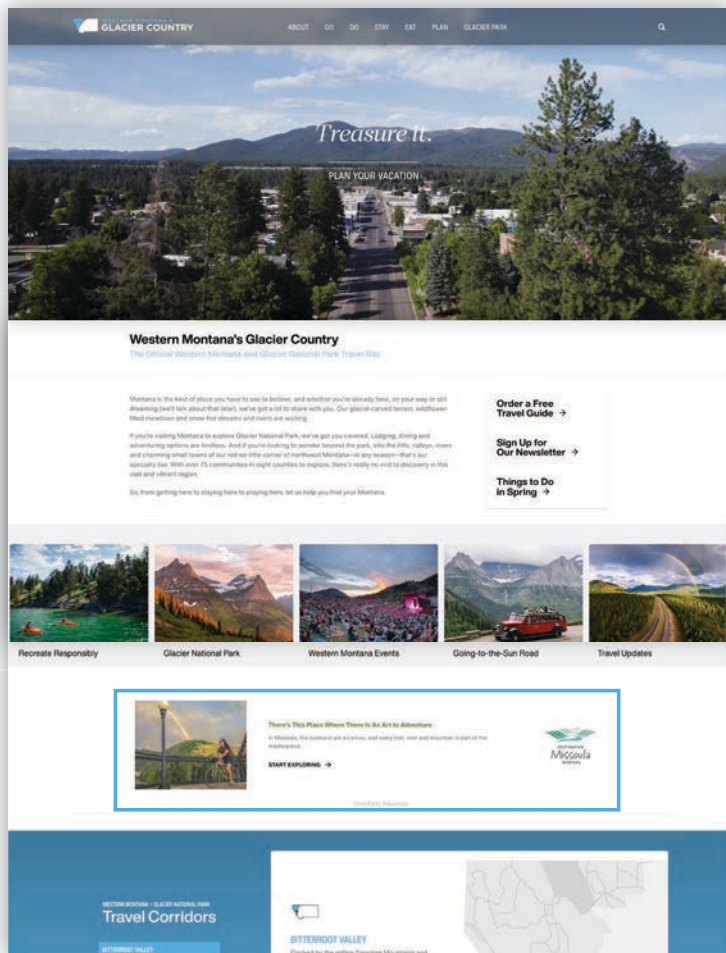
[\\$65 per month or \\$625 per year prepaid Basic Partners](#)



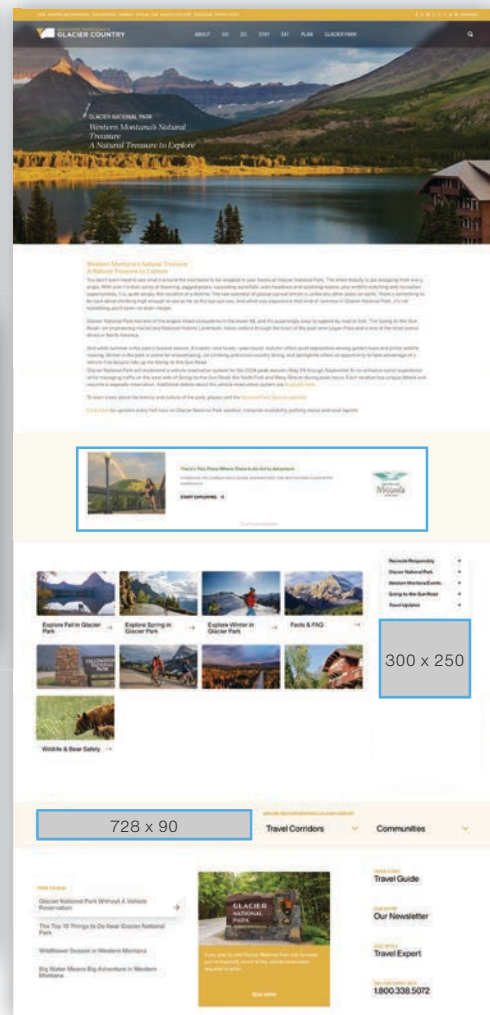
Annie Mead
Contract Agent of Western Montana's Glacier Country
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WINDFALL



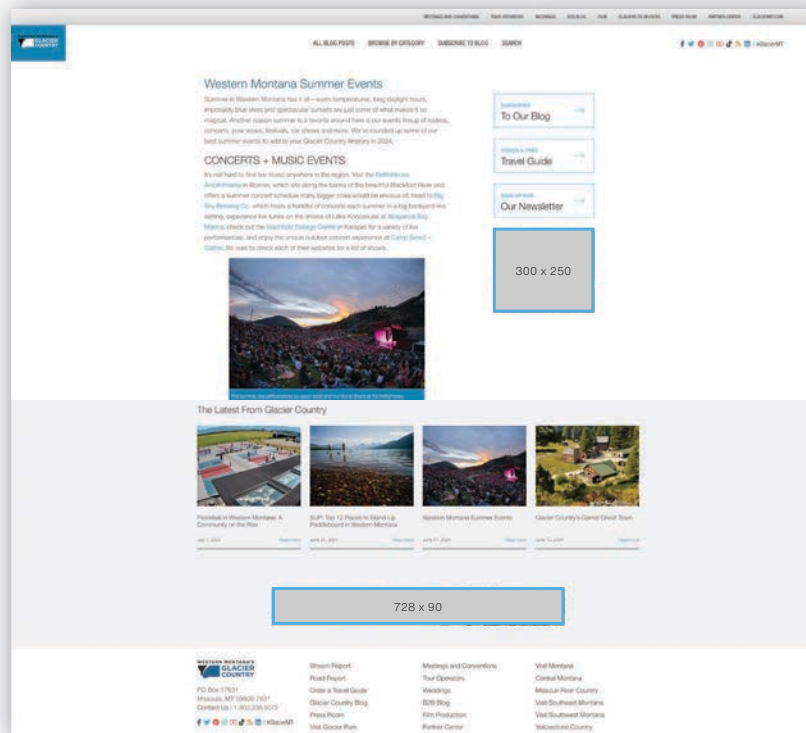
Homepage Premium Promotion



Internal Premium Promotion

Run-of-Site Banner

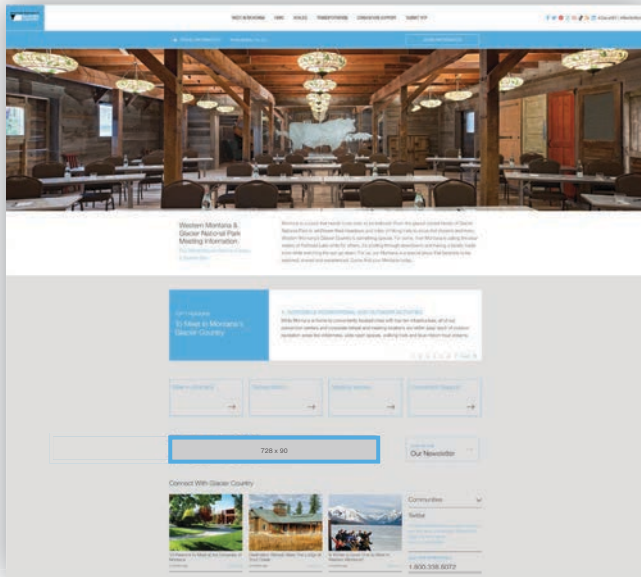
Run-of-Site Banner



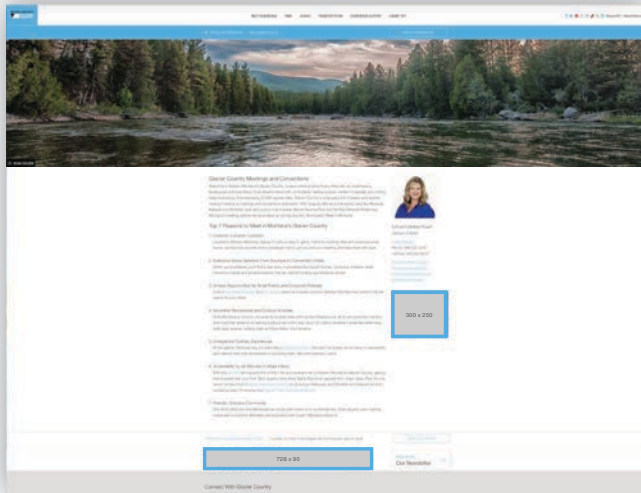
Blog Run-of-Site Banner

Blog Run-of-Site Banner

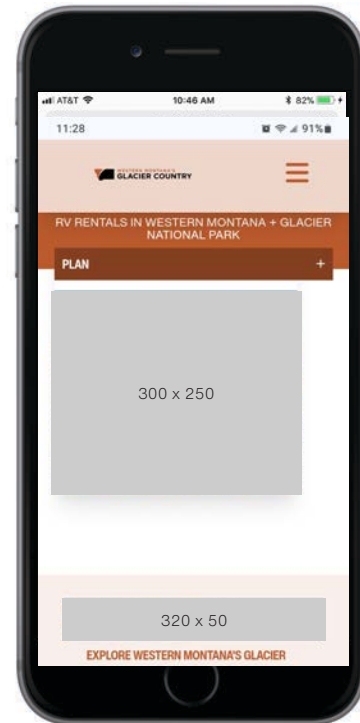
Microsite
Homepage >
Banner



Microsite
Run-of-Site >
Banner



Mobile
< Run-of-Site
Banner



Mobile
< Run-of-Site
Banner

Microsite
< Run-of-Site
Banner

SPECIFICATIONS AND REQUIREMENTS

ROTATIONAL BANNERS — DESKTOP

300 pixels x 250 pixels,

728 pixels x 90 pixels

- JPEG or GIF files accepted
- Files must be under 150K
- Animated files must stop after 15 seconds
- No continuous looping

Please contact us for prior approval on HTML banner placements.

ROTATIONAL BANNERS — MOBILE

320 pixels x 50 pixels

- JPEG or GIF files accepted
- Files must be under 150K
- Animated files must stop after 15 seconds
- No continuous looping

PREMIUM PROMOTION

Submit the following:

- One high-resolution photo
- Business logo
- Headline copy (up to 50 characters)
- Body copy (up to 150 characters)
- Clear call-to-action (up to three words)

Design and copy editing will be managed by Western Montana's Glacier Country. Ad preview will be provided to partner for approval.

EMAIL NEWSLETTER BANNERS

600 pixels x 100 pixels

Static jpeg under 40K

Western Montana's Glacier Country reserves the right to review, revise and reject any advertising that does not fit within the ad requirements or support the Glacier Country brand.