

WESTERN MONTANA'S GLACIER COUNTRY

OFFICIAL 2026 — 2027 TRAVEL GUIDE RATE CARD

THE OFFICIAL RATE CARD

GlacierMT.com | 800.338.5072 | #GlacierMT        

TAP INTO THE LUCRATIVE VISITOR MARKET

The Glacier Country Travel Guide is the most visible and lucrative way to reach leisure travelers, tour operators, travel agents, travel media and regional communities. Enhanced with vibrant colors and photography, the Glacier Country Travel Guide is the premier source of information for attractions, culture, lodging, dining, entertainment, transportation, shopping and visitor services throughout Western Montana.

PERSUADE MILLIONS OF VISITORS TO STAY AND PLAY

Destination spending in Glacier Country generated \$1.95 billion in 2023. Regional attractions such as Glacier National Park, one of the top two destinations in Montana, will draw millions of visitors to our area. 150,000 copies of the guide—with an estimated readership of 500,000—will be distributed in 2026 and 2027 to consumers and travel professionals. We invite you to join us in bringing the best of Western Montana to the attention of prospective visitors.

NONPROFIT DISCOUNT

Nonprofit organizations will receive a 5% discount.

EARLY BIRD DEADLINE	AUGUST 18, 2025
AD SPACE DEADLINE	SEPTEMBER 15, 2025
CREATIVE DEADLINE	OCTOBER 1, 2025
PAYMENT DEADLINE	DECEMBER 1, 2025
PUBLICATION DATE	APRIL 2026



DISTRIBUTION

Western Montana's Glacier Country will distribute 150,000 travel guides to:

- › Hotels, motels, bed-and-breakfasts, RV parks and campgrounds throughout Western Montana
- › Consumers requesting information on Western Montana
- › Over 700 displays throughout Montana including Western, Southwestern, Central and Southern Montana with key coverage in the Yellowstone National Park region
- › Seattle-Tacoma International Airport and 194 locations around Salt Lake City in 2025
- › Visitor information centers, welcome centers and Department of Transportation rest areas throughout Montana and Washington
- › Meeting and convention groups
- › Tour operators and travel agents throughout the United States
- › Attractions and points of interest throughout Western Montana
- › Travel/trade shows and exhibitions
- › Online exposure of travel guide to over 2 million unique website visitors every year



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#GlacierMT

SIGNATURE PARTNER DISPLAY ADVERTISING RATES

PREMIUM POSITIONS

Outside Back Cover	\$7,300
Inside Front Cover	\$5,900
Inside Back Cover	\$5,600
Page 3, 4 or 5	\$5,900

INSIDE PAGES

Full Page	\$5,150
2/3 Page	\$3,750
1/2 Page	\$2,700
1/3 Page	\$1,750
1/6 Page	\$1,000
1/12 Page	\$550

BASIC PARTNER DISPLAY ADVERTISING RATES

PREMIUM POSITIONS

Outside Back Cover	\$9,150
Inside Front Cover	\$7,400
Inside Back Cover	\$7,000
Page 3, 4 or 5	\$7,400

INSIDE PAGES

Full Page	\$6,500
2/3 Page	\$4,700
1/2 Page	\$3,350
1/3 Page	\$2,150
1/6 Page	\$1,250
1/12 Page	\$675

DIGITAL DISCOUNT

Purchase one of our online advertising packages and receive a discount on your travel guide advertisement.

ANNUAL MINIMUM COMMITMENT (JULY 2024 – JUNE 2025)

% DISCOUNT ON PRINT AD

\$1,000	10%
\$2,000	15%
\$5,000	25%
\$10,000	40%



GLACIERMT.COM STATS

- › 2.6 million unique visitors each year
- › Online guide has over 80,000 unique views each year

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WINDFALL

AD SIZES

FULL PAGE

Live Area	7.375" w x 9.875" h
Trim Size	8.375" w x 10.875" h
Bleed Size	8.625" w x 11.125" h

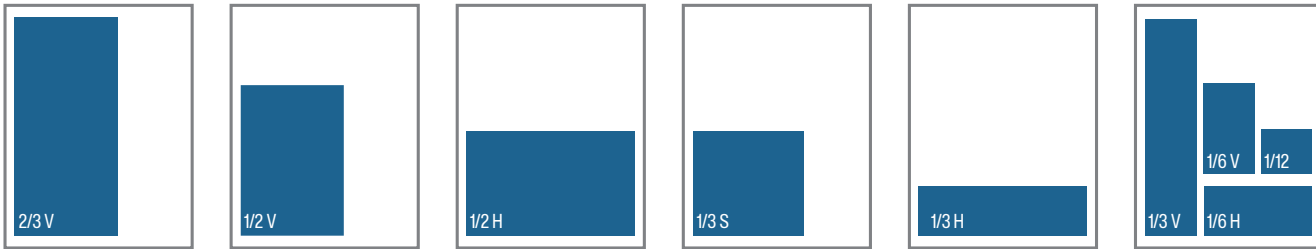
ADVERTISING DESIGN SERVICES

Print Ad Design	\$150
Online Banner Design	\$99

Design services are free with a purchase of \$5,000 or more in advertising.

INSIDE PAGES

2/3 Vertical	4.861" w x 9.75" h
1/2 Horizontal	7.375" w x 4.75" h
1/2 Vertical	4.861" w x 7.25" h
1/3 Vertical	2.347" w x 9.75" h
1/3 Square	4.861" w x 4.75" h
1/3 Horizontal	7.375" w x 2.25" h
1/6 Horizontal	4.861" w x 2.25" h
1/6 Vertical	2.347" w x 4.75" h
1/12 Square	2.313" w x 2.25" h



ADVERTISING SPECIFICATIONS

Please read the following information and prepare your ad accordingly. If you are unable to meet the requirements, the Windfall creative team is available to help you with designing and producing your advertisement. If you have any questions, please feel free to contact Megan Bland at megan@windfallstudio.com.

- Printed heatset offset, perfect bound with a coated cover stock and gloss text stock.
- A high-resolution PDF is required for all camera-ready files. Save the PDF at the exact size of the ad, optimized for press and CMYK. We recommend using the High Quality Print Adobe PDF Preset.
- While Canva is great for digital design, it's not always ideal for professional printing due to limited control over color, bleed settings, and resolution. If you opt to design your ad in Canva, please refer to canva.com/help/cmyk-for-print for best practices. If we encounter any issues with your file, we may request access to the Canva file to help resolve potential issues.

CHECKLIST FOR CAMERA-READY ADS

- All images must be high resolution, 300 DPI. Please do not use low-resolution images, especially from the web, within your ad.
- Use only CMYK color. Do not use RGB, PANTONE or spot colors. Please convert all spot colors into CMYK. Due to printing and ink variations, we cannot guarantee exact color match.
- With any black used within the ad (with the exception of text), please use rich black: 60% cyan, 40% magenta, 30% yellow and 100% black. Do not use registration black.
- The maximum LPI is 150.
- For full-page ads with bleed, please keep live material centered within the standard ad size dimensions. Please do not add crop marks, bleed marks, registration marks, color bars or page information.
- Please test all QR codes before sending the final files. Use 100% black and white or high-contrast colors. The minimum recommended size is 0.8" x 0.8".