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Online Digital Advertising Opportunities

Digital Rate Card

Get your message in front of travelers already interested in Western Montana. With over **2.6 million unique annual visitors**, glaciermt.com and its blogs offer highly targeted, cost-effective placements for tourism businesses.

GlacierMT.com
2.6 million
 unique visitors each year

As traditional advertising becomes more expensive, we offer digital placements that meet both your budget and your audience needs.

Promote your business on glaciermt.com, our microsites, and consumer and industry blogs to connect with the right visitors—at the right time—with the right message.



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

480,000+
recipients currently receiving email newsletters

400,000+
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 power of your Glacier Country partnership.

DIGITAL ADVERTISING OPPORTUNITIES

Western Montana's Glacier Country Website *GLACIERMT.COM*

HOMEPAGE PREMIUM PROMOTION

Put your brand front and center.

The only advertising placement on our homepage!

Homepage premium ad on homepage includes:

- > One photo
- > Headline
- > Promotional copy
- > Logo
- > Call-to-Action (CTA)
- > Clicks through to your website
- > Advertising design managed by Glacier Country

Package includes 728 x 90, 300 x 250 and 320 x 50 run-of-site banners during the month(s) purchased.

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

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

Maximum of two advertisers per month unless exclusivity is purchased.

INTERNAL PREMIUM RUN-OF-SITE PROMOTION

Get high-visibility placement across the site.

Premium placement on internal pages except community pages and winter and summer landing pages.* Runs higher on the page than standard run-of-site banner ads.

Internal premium ad includes:

- > One photo
- > Headline
- > Promotional copy
- > Logo
- > Call-to-Action (CTA)
- > Clicks through to your website
- > Advertising design managed by Glacier Country

Package includes 728 x 90, 300 x 250 and 320 x 50 run-of-site banners during the month(s) purchased.

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

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

Maximum of three advertisers per month.

RUN-OF-SITE BANNER ADVERTISING

Reach travelers actively researching Western Montana.

Three rotational banners on internal pages except community pages and winter and summer landing pages.* Clicks through to your website.

- > Sizes
 - 728 x 90 runs on desktop pages
 - 300 x 250 runs on desktop and mobile pages
 - 320 x 50 runs on mobile pages

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

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

Consumer Blog *BLOG.GLACIERMT.COM*

RUN-OF-SITE BANNER ADVERTISING

Connect with engaged readers exploring destinations, activities and experiences.

Three rotational banners on all internal blog pages. Clicks through to your website.

- > Sizes
 - 728 x 90 runs on desktop pages
 - 300 x 250 runs on desktop and mobile pages
 - 320 x 50 runs on mobile pages

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

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

Maximum of three advertisers per month.

Microsites

[WEDDINGS.GLACIERMT.COM](#)

[MEETINGS.GLACIERMT.COM](#)

[TOUROPERATORS.GLACIERMT.COM](#)

DESTINATION WEDDING BANNER ADVERTISING

Connect with couples planning a Western Montana Wedding.

MEETINGS & CONVENTIONS BANNER ADVERTISING

Reach planners organizing meetings and conventions in Western Montana.

TOUR OPERATOR BANNER ADVERTISING

Target operators running tours in Western Montana.

Three rotational run-of-site banners on the microsite of your choice. Clicks through to your website.

- > Sizes
 - 728 x 90 runs on desktop pages
 - 300 x 250 runs on desktop and mobile pages
 - 320 x 50 runs on mobile pages

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

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

Maximum of three advertisers per month.

Business-to-Business Blog

[B2B.GLACIERMT.COM](#)

RUN-OF-SITE BANNER PACKAGE

Reach the travel trade professionals bringing visitors to Western Montana.

Three rotational banners on all internal blog pages. Clicks through to your website.

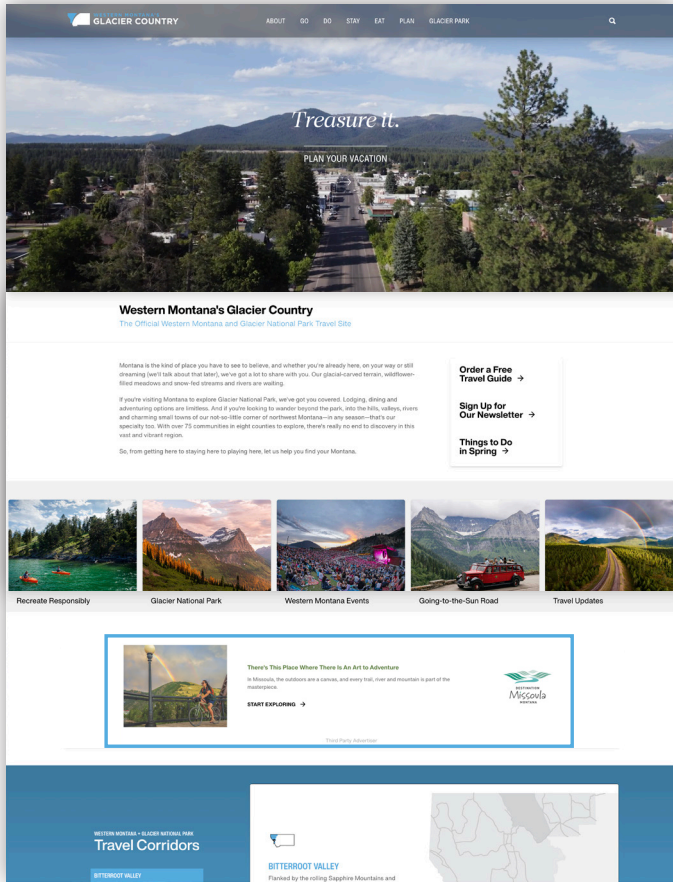
- > Sizes
 - 728 x 90 runs on desktop pages
 - 300 x 250 runs on desktop and mobile pages
 - 320 x 50 runs on mobile pages

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

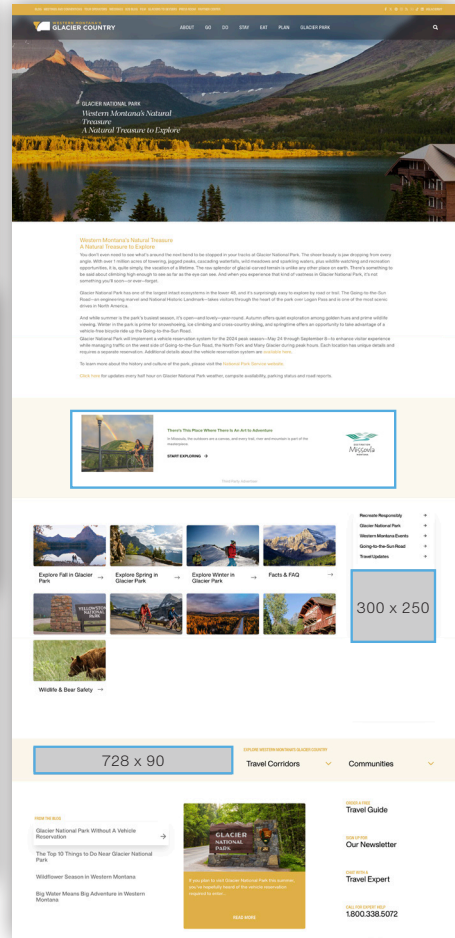
[\\$65 per month or \\$625 per year prepaid Basic Partners](#)

Maximum of three advertisers per month.

*Winter and summer landing page sponsorship opportunities are on separate rate cards.



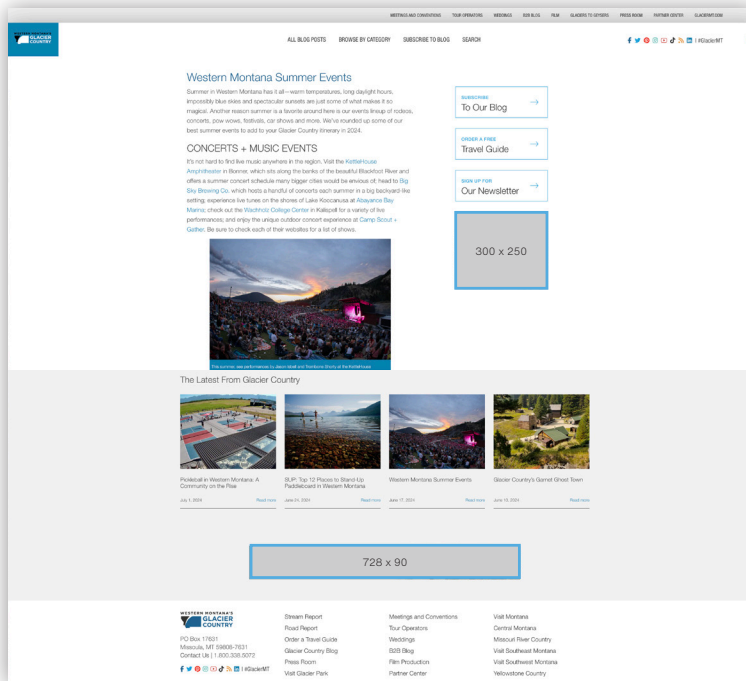
HOMEPAGE PREMIUM PROMOTION



INTERNAL PREMIUM PROMOTION

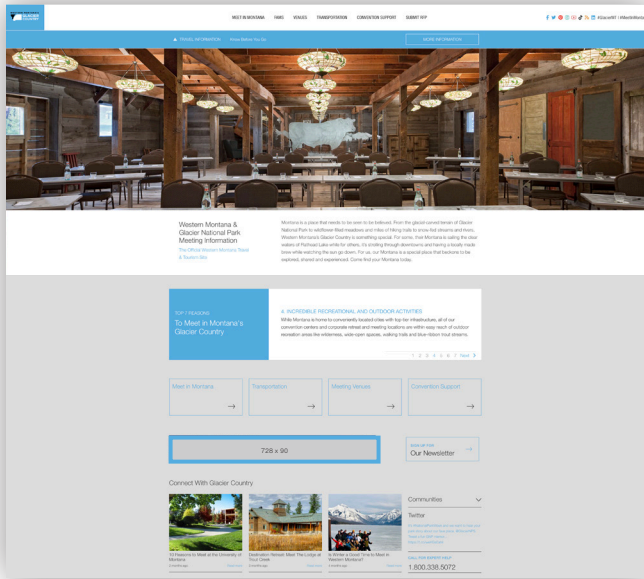
RUN-OF-SITE BANNER

RUN-OF-SITE BANNER

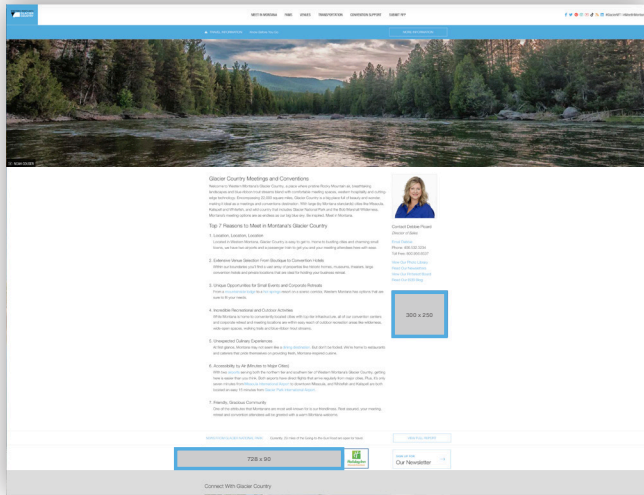


BLOG RUN-OF-SITE BANNER

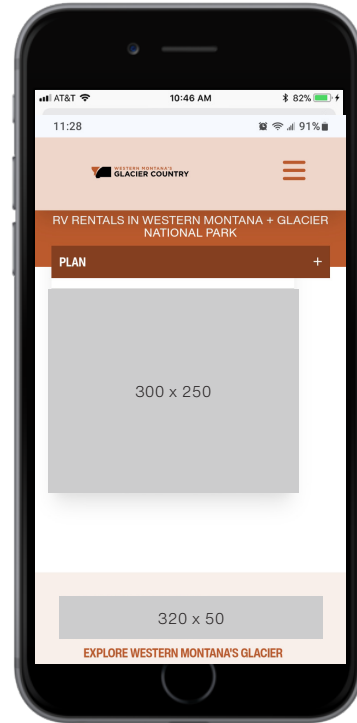
BLOG RUN-OF-SITE BANNER



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 BANNERS

- Sizes:
- 300 pixels x 250 pixels
 - 728 pixels x 90 pixels
 - 320 pixels x 50 pixels

JPEG or GIF files accepted
Files must be under 150K

PREMIUM PROMOTIONS

Submit the following:

- One high-resolution photo in JPEG format, landscape orientation
- Business logo in JPEG format
- 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.

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.



Meet Annie Mead

Annie leads our partnership sales and partner communications. She is here to help you connect, collaborate and make the most of your involvement.

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