



# Retargeting Rate Card

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## Reach Travelers Actively Planning a Trip to Western Montana

### A DIGITAL AD OPPORTUNITY FOR SIGNATURE PARTNERS

We're offering an affordable, high-impact digital advertising opportunity, for Signature Partners only, designed to put your business in front of the right people—travelers who have already shown interest in Western Montana by visiting [glaciermt.com](http://glaciermt.com), requesting our travel guide or engaging with our content. This premium package helps you connect directly with a highly targeted audience that's actively trip-planning, giving you a smarter, more efficient way to drive visibility, traffic and results.

### WHY IT WORKS

These travelers are already planning their trip to Western Montana. This ad program allows you to stay in front of them during that crucial decision-making phase—when they're choosing where to stay, what to do and where to eat—so your business stays top of mind and earns their visit.

### WHAT YOU GET

A fully-managed digital advertising campaign with guaranteed targeting to your most valuable potential customers, including:

- One to six months of banner ads
- Premium placement across a network of relevant sites
- Post campaign performance report
- Six different banner ad sizes (mobile + desktop)
- Optional full design support for \$200

PACKAGE PRICE	CAMPAIGN LENGTH	CPM	ESTIMATED IMPRESSIONS
\$500	1 month	\$15	33,250
\$1,000	1-2 months	\$15	66,500
\$2,500	3-4 months	\$15	166,500
\$5,000	Up to 6 months	\$15	333,250

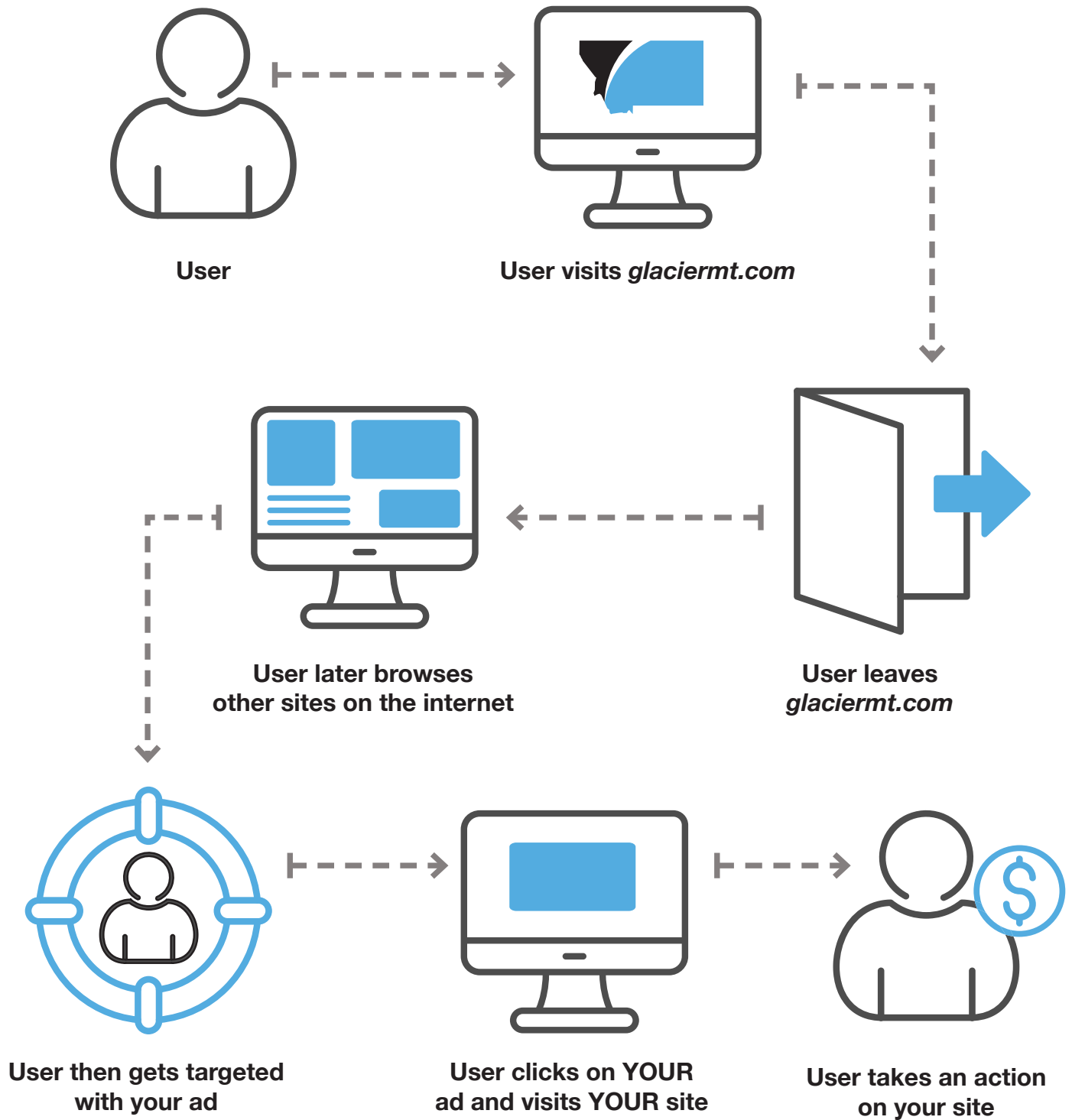
**Note:** Impressions are estimated based on a \$15 CPM (cost per thousand impressions).



**Annie Mead**  
 Contract Agent of Western Montana's Glacier Country  
[annie@windfallstudio.com](mailto:annie@windfallstudio.com)  
 P: 406.214.6177 | F: 406.829.8210



## HOW THIS CAMPAIGN CONNECTS YOU WITH HIGH-INTENT VISITORS



### BANNER SIZES

- > Mobile Banner (320 x 50)
- > Billboard (970 x 250)
- > Leaderboard (728 x 90)
- > Wide Skyscraper (160 x 600)
- > Medium Rectangle (300 x 250)
- > Half-Page Skyscraper (300 x 600)

### SPECS

- > The following file formats are accepted: JPG, PNG, GIF
- > Optimal file size for JPG and PNG: 750 KB
- > Max file size for GIF: 3.5 MB
- > Creative must be high resolution (minimum 72 pixels per inch, recommended 144 pixels per inch)
- > No URLs or QR codes in the banners; banners will click through to your website