

DESTINATION RED LODGE, is the official vacation and travel planner for the Red Lodge Area and remains the premier printed source of information for visitors. The 2017/18 edition promises to continue this strong tradition, and will be available for display by Mid May 2017.

Be sure your business is included!

KEY FACTS

The Visitor's Guide closes the sale and is used as inspiration and planning
79% order online or download to use as their true guide during their trip

Once the visitor's guide is in their hands;

70% actually travel to the destination

Once they are on the ground;

80% use it as a planning resource - what to do

71% increase their stays as a result of the visitor's guide

So, what do they expect? Details, Details, Details! And that is just what we're going to give them! DRL enjoyed great success with the 2016/17 issue, due in part to the new branding - the book was jumping off the racks! They are looking for maps, travel tips and ideas, dining, events, accommodations, recreation, entertainment, tours, information on attractions and amenities. **They want the details and we're going to give it to them!**



DISTRIBUTION

A minimum run of 27,000 copies will be printed and distributed in the following ways:

- Red Lodge Visitor Center brochure room and kiosk
- All State Visitor's Centers, including all state entry points
- Wyoming, Utah, Idaho and Yellowstone Park Visitor's Centers
- Telephone and Email requests from redlodge.com - Over 32,000 copies
- In-room guides for most area hotels and vacation homes
- Throughout businesses in the Red Lodge area and Billings, including the Airport, car rental agencies, Billings Chamber of Commerce and convenience centers.
- Bozeman Visitors' Center and the Bozeman Airport
- Online Flip Book at www.redlodge.com
- Online PDF version with over 55,000 downloads so far.

Ad Contract

DESTINATION RED LODGE

RATES

All display ads are full color and include artwork production. Advertiser must supply all logos (in full color, digital preferred), photography and advertising copy (text). Additional charges may incur for artwork, photography or author's alterations after two proofs. Please call us for a quote. Space is reserved on a first-come, first-served basis. Listing ads include business name, contact information and approximately 75 word description, to be placed in appropriate category.

ALL DISPLAY ADS ALSO INCLUDE A LISTING AD FOR NO EXTRA CHARGE.

- Back cover (full page) \$3250
- Inside Front Cover (full Page)..... \$2400
- Inside Back Cover (full Page)..... \$2400
- Full Page \$2200
- 1/2 Page..... \$1350
- 1/4 Page..... \$800
- 1/8 Page..... \$450
- Listing Ad (75-words, text only)..... \$200

DISCOUNTS

- Early Reservation (before 01/30/17).....5%
- Ad paid in full on or before 2/28/17.....5%
- Same Ad Discount 2%
- Non-profit Organizations.....5%

KEY DATES

- Ad space reserved February 15, 2017
- Ad copy/materials due..... February 28, 2017
- Full payment received.....March 31, 2017

All ad charges must be paid in full by March 31, 2017 to insure inclusion.

LISTING CATEGORY: Lodging Dining/Nightlife Recreation Shopping Cultural/Entertainment/History Services/Relocation Weddings/Reunions/Meetings

PLACEMENT OF DISPLAY ADS

Creative Design Works will consider all placement requests for display ads, however, positioning of advertisements is not guaranteed and is subject to the discretion of Creative Design Works. Placement requests are considered on a first-come, first-served basis.

Placement request _____ Date Received _____

I have read and understand the above contract and give my permission to secure space at the size and rate checked above. I understand the payment schedule and will abide by it.

Business Name _____

Contact Person _____

Billing Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

SIGNATURE (required) _____

***Please return this form to Creative Design Works, PO Box 908, Red Lodge, MT 59068

Thank You! _____

NOTE: A 1.5% per month service charge will be assessed on all balances over 30 days beyond publication date. A 5% discount is available if ad is paid in full on or before February 28, 2017. Failure to prepay will result in loss of the Prepayment Discount and the advertiser will be invoiced for the full amount of the ad.



FOR CREATIVE DESIGN WORKS	
Ad Rate	\$ _____
Discount	< _____ >
CD	\$10 _____
Amount Due	\$ _____
Date Billed	_____



DESTINATION RED LODGE
AD DIMENSIONS

Full Page.....	44p wide x 59p6 tall 7.33" wide x 9.92" tall
1/2 Page (horizontal only).....	44p wide x 27p3 tall 7.33" wide x 4.54" tall
1/4 Page (vertical only).....	21p9 wide x 27p3 tall 3.625" wide x 4.54" tall
1/8 page (vertical)	13p wide x 21p9 tall 2.167" wide x 3.625" tall
1/8 page (horizontal)	21p9 wide x 13p tall 3.625" wide x 2.167" tall
LISTING AD.....	75-word text description plus contact information

Full Page

1/4 page
vertical only

1/2 page
horizontal only

1/8 page
horizontal only

Customer _____

Date _____ Proof due date _____ Date received _____

The attached proof* is to be reviewed and marked as indicated below. Please indicate directly on the proof any corrections or changes desired. Unless requested, no new proof will be provided. Creative Design Works cannot be held responsible for errors appearing on the final product if they were not marked for correction on the proof. **PROOF MUST BE SIGNED AND DATED BELOW!**

*Two proofs are included in the cost of your ad. Creative Design Works reserves the right to charge for author's alterations after two proofs have been provided.

Please check the proof(s) carefully and check one of the following:

DISPLAY AD	LISTING AD
<input type="checkbox"/> O.K. as is	<input type="checkbox"/> O.K. as is
<input type="checkbox"/> O.K. with marked corrections	<input type="checkbox"/> O.K. with marked corrections
<input type="checkbox"/> Please make corrections and supply new proof	<input type="checkbox"/> Please make corrections and supply new proof
<input type="checkbox"/> Waive proofing and agree to accept any errors in printing	<input type="checkbox"/> Waive proofing and agree to accept any errors in printing

DISPLAY AD PLACEMENT REQUEST (select your first choice placement for your display ad or select No Preference)
NOTE! PLACEMENT REQUESTS WILL BE HONORED ON A FIRST-COME, FIRST-SERVED BASIS AND ARE NOT GUARANTEED.

- Lodging Recreation Dining/Nightlife Culture, Entertainment & History Shopping Weddings, Reunions & Meetings
 Services & Relocation NO PREFERENCE

Comments/Notes _____

Signature _____ Date _____

PROOF MUST BE SIGNED AND DATED!