

**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. We are working closely with the Red Lodge Visitors' Center to update the content based on our visitor's needs. The 2019/20 edition promises to continue this strong tradition, and will be available for display by the end of May 2019. The goal is more - and extended - visits.

**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 for use as their travel 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;

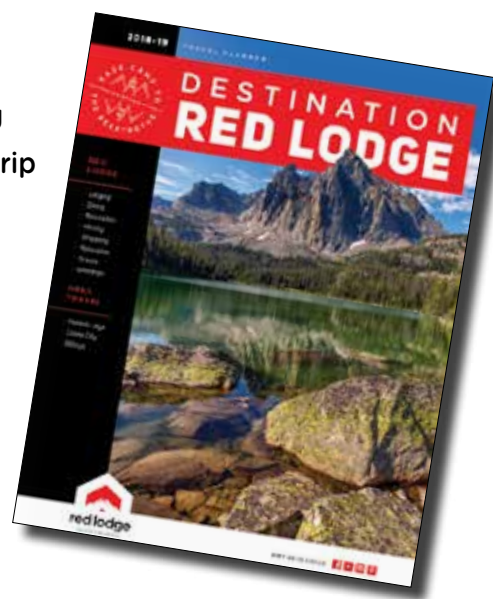
**80% use it as a planning resource - what to do**

**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 2019/20 issue, due in part to new distribution points including Certified Folder!

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 27,500 copies will be printed and distributed in the following ways:

- Red Lodge Visitor Center brochure room and kiosk
- State Visitor's Centers, including most state entry points
- Regional and Yellowstone Park Entrance Visitors' Centers
- Telephone and Email requests from redlodge.com - Over 35,000 copies
- Bulk Mailing for weddings, conferences and family reunions
- 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 PDF version with over 60,000 downloads so far.

## 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) ..... \$3300
- Inside Front Cover (full Page)..... \$2450
- Inside Back Cover (full Page)..... \$2450
- Full Page ..... \$2250
- 1/2 Page..... \$1380
- 1/4 Page..... \$820
- 1/8 Page..... \$460
- Listing Ad (75-words, text only)..... \$210

## DISCOUNTS

- Early Reservation (before 02/15/19).....5%
- Ad paid in full on or before 3/15/19.....5%
- Same Ad Discount ..... 2%
- Non-profit Organizations.....5%

## KEY DATES

- Ad space reserved ..... February 28, 2019
- Ad copy/materials due.....March 15, 2019
- Full payment received.....March 31, 2019

All ad charges must be paid in full by March 31, 2019 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 March 15, 2018. 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!**

## Hello Neighbors!

The official vacation and travel planner, for the Red Lodge area is gearing up for 2019. We want to give our neighboring towns the opportunity to showcase their unique business in this upcoming edition. We are continuing our very successful CITY PAGES - these unique pages, are being offered at a discount from our regular priced full-page ads and include a custom heading, with your contact information. The rest of the page can then be divided up into 1/8 to 1/2 half page ads for your business community.

## Distribution

A minimum run of 27,500 copies will be printed and distributed in the following ways:

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- State Visitor's Centers, including all state entry points
- Regional and Yellowstone Park Visitor's Centers
- Telephone requests
- Email requests from redlodge.com - Over 35,000 copies of Destination Red Lodge magazines have been mailed directly to interested visitors
- In-room guides for most area hotels and vacation homes
- Throughout businesses in the Red Lodge area and Billings, including the Billings airport, car rental agencies, Billings Chamber of Commerce and convenience centers
- Read and downloaded online at [www.redlodge.com](http://www.redlodge.com) - over 60,000 downloads so far.

Copies of Destination Red Lodge are supplied free of charge to all area communities and businesses that request them, throughout the year.

## How Does It Work?

Your Chamber of Commerce, Merchant's Association, or other organization purchases the full-page ad for \$2300. Then you can sell the remaining ad spots to your members at up to 30% off the regular Destination Red Lodge Display rates. (We've included a suggested price sheet for your convenience)

## Questions?

For more information, please contact Creative Design Works at 406-855-4796 or at [ts.weamer@gmail.com](mailto:ts.weamer@gmail.com). To download our regular rate information please go to [www.redlodge.com/advertise](http://www.redlodge.com/advertise).



# WELCOME TO...

## 1/8 page

horizontal only

21p9 wide x 13 tall

\$310 (save \$150)

## 1/8 page

horizontal only

21p9 wide x 13 tall

\$310 (save \$150)

## 1/4 page

vertical only

21p9 wide x 27p3 tall

\$620 (save \$200)

## 1/2 page

horizontal: 44p wide x 27p3 tall

vertical: 22p wide x 55 tall

\$1130 (save \$250)

DESTINATION RED LODGE  
CITY PAGE - \$2300 FULL PAGE  
CITY PAGES INCLUDE: Custom Header with city  
name/info and special pricing for ads.  
Does not include listing ads