

MULTI-PAGE INSERTS

MINIMUM QUANTITY CHARGE AT 5,000 PIECES

Inserted advertisements can be delivered to your readers for significantly less than direct mail. Delivered with the Gazette, your ad is invited into the consumer's home. Direct your advertising to those most likely to buy your products and services. The chart below shows cost per thousand flat-rated prices for sizes 4 to 42 tabloid pages (20 Std). Add \$2.00 per thousand for each 4-page tabloid increment (2 page standard) on preprints over 42 pages. \$500 minimum charge.

DAILY

ANNUAL FREQ.	4-6 PAGES	8-10 PAGES	12-14 PAGES	16-18 PAGES	20-22 PAGES	24-26 PAGES	28-30 PAGES	32-34 PAGES	36-38 PAGES	40-42 PAGES
Open	\$109	\$112	\$114	\$117	\$120	\$121	\$122	\$124	\$125	\$126
4X	\$101	\$103	\$106	\$108	\$111	\$112	\$113	\$114	\$115	\$117
8X	\$98	\$101	\$103	\$106	\$108	\$109	\$111	\$112	\$113	\$114
12X	\$96	\$98	\$101	\$103	\$106	\$107	\$108	\$109	\$111	\$112
24X	\$93	\$96	\$98	\$101	\$103	\$105	\$106	\$107	\$108	\$109
36X	\$92	\$95	\$97	\$100	\$102	\$103	\$105	\$106	\$107	\$108
48X	\$86	\$90	\$92	\$95	\$97	\$98	\$100	\$101	\$102	\$103
60X	\$82	\$84	\$86	\$90	\$92	\$93	\$95	\$96	\$97	\$98
84X	\$77	\$80	\$82	\$84	\$86	\$87	\$90	\$91	\$92	\$93

ZONING CHARGES Home edition & Wyo. only (21,000) - Add \$4.00/M • Home edition only (19,000) - Add \$6.00/M • Less than 19,000 - Add \$9.00/M

SUNDAY

ANNUAL FREQ.	4-6 PAGES	8-10 PAGES	12-14 PAGES	16-18 PAGES	20-22 PAGES	24-26 PAGES	28-30 PAGES	32-34 PAGES	36-38 PAGES	40-42 PAGES
Open	\$114	\$117	\$120	\$122	\$125	\$126	\$127	\$128	\$130	\$131
4X	\$106	\$108	\$111	\$113	\$115	\$117	\$118	\$120	\$121	\$122
8X	\$103	\$106	\$108	\$111	\$113	\$114	\$115	\$117	\$118	\$120
12X	\$101	\$103	\$106	\$108	\$111	\$112	\$113	\$114	\$115	\$117
24X	\$98	\$101	\$103	\$106	\$108	\$109	\$111	\$112	\$113	\$114
36X	\$96	\$98	\$101	\$103	\$106	\$107	\$108	\$109	\$111	\$112
48X	\$92	\$95	\$97	\$100	\$102	\$103	\$105	\$106	\$107	\$108
60X	\$86	\$90	\$92	\$95	\$97	\$98	\$100	\$101	\$102	\$103
84X	\$81	\$83	\$85	\$87	\$91	\$92	\$93	\$95	\$96	\$97

ZONING CHARGES Home edition & Wyo. only (24,000) - Add \$4.00/M • Home edition only (21,500) - Add \$6.00/M • Less than 21,500 - Add \$9.00/M

SINGLE SHEET INSERTS

MINIMUM QUANTITY 5,000 PIECES PRICES ARE PER THOUSAND

ANNUAL FREQUENCY	OPEN	4X	8X	12X	24X	36X	48X
SUNDAY	\$99.87	\$81.83	\$79.05	\$74.90	\$70.73	\$69.36	\$66.57
DAILY	\$90.16	\$72.13	\$69.36	\$66.57	\$62.42	\$59.65	\$56.87

LESS THAN FULL CIRCULATION: ADD \$7/M

COMMERCIAL PRINTING

The Billings Gazette can print a wide variety of publications and products ranging from newsprint to glossy stock. All at competitive prices. Ask your Sales Consultant for details.

TMC:TOTAL MARKET COVERAGE

Ask about our TMC delivery program, which allows you to reach up to 89% of all households in the greater Billings Area.

TMC: PREPRINT SPECIFICATIONS:

TMC Preprints Due Monday 4 p.m. for Thursday insertion.

PREPRINT SPECIFICATIONS & POLICIES:

Check with your newspaper representative for standards of acceptance, dimensions and printing requirements.

Preferred paper weight is 60 lb. stock. Apply daily rates for Thursday TMC. Reservation deadline 10 days prior. Delivery and cancellation deadline 7 days prior to insertion.

Tag skids indicating total number delivered for verification. Circulation quantities sometimes fluctuate from month to month and seasonally. To ensure we utilize the full quantity scheduled, we have the following preprint policy: Full run preprints not inserted on scheduled run date may be run out next day to meet total quantity ordered. Zoned preprints may be inserted in surrounding zones to meet total quantity ordered. Creative service fees may apply. Ask your sales consultant for details. For insertion on Thanksgiving Day, full holiday circulation is required and Sunday rates apply.

SHIP TO:
Billings Gazette Communications
401 North Broadway
Billings, MT 59101
Call (800) 543-2505 ext.1248
(406) 657-1248 or (406) 657-1210
Fax (406) 657-1249

REACH 85%* OF THE BILLINGS MARKET. NOW, THAT’S HUGE.

In print, online and via mobile technology, more people turn to The Billings Gazette than any other media. And when we include adults who say they “use” the newspaper, we reach an incredible 85% of the Billings Market every single week. We reach all age groups with a blend of print and Internet that is unmatched by any other local media.

Billings Gazette Audience Report by Thoroughbred Research. *January - December 2012. **January - December 2015

ENGAGE 85%

BILLINGS GAZETTE & BILLINGSGAZETTE.COM					
AGE GROUP	18-29	30-39	40-59	60+	TOTAL REACH
PRINT EXCLUSIVE	35%	15%	31%	56%	33%
DIGITAL EXCLUSIVE	9%	40%	23%	5%	19%
PRINT & DIGITAL	46%	34%	22%	21%	28%
USE NEWSPAPER	8%	3%	5%	6%	5%
TOTAL REACH	98%*	92%	80%	87%	85%**

FOR MORE INFORMATION ON HOW BILLINGS GAZETTE COMMUNICATIONS CAN HELP YOUR BUSINESS GROW, CONTACT YOUR SALES CONSULTANT TODAY.

Retail Advertising (406) 657-1370
Classified Advertising (406) 657-1212
Online/Digital Advertising (406) 657-1340

401 N. Broadway
Billings, Montana
59101



BILLINGS GAZETTE
COMMUNICATIONS
PRINT • ONLINE • MOBILE • TABLET



BILLINGS GAZETTE
COMMUNICATIONS
PRINT • ONLINE • MOBILE • TABLET

Retail Advertising	(406) 657-1370	401 N. Broadway Billings, Montana 59101
Classified Advertising	(406) 657-1212	
Online/Digital Advertising	(406) 657-1340	

DIGITAL MARKETING:
EXPAND YOUR REACH
billingsgazette.com

Billingsgazette.com is the most read online media site in the region. Each month 972,000** unique visitors log on to our website for local, state and world news, breaking news and consumer information.This audience represents a highly attractive consumer base who are able and willing to buy your products and services. Many advertisers already know that a combination of print and online advertising delivers the most comprehensive market reach available and generates results. Make billingsgazette.com a part of your marketing mix and watch your business grow. Your Billings Gazette Sales Consultant can provide you with more information about digital opportunities.

** Source: Google Analytics, June 2017-August 2017

91%* OF ADULTS IN THE GREATER BILLINGS

TRADE AREA ACCESSED THE INTERNET IN THE

PAST 30 DAYS,
OF THOSE, 62%* HAVE ACCESSED

BILLINGSGAZETTE.COM.

* Source: Billings Audience Report conducted by Thoroughbred Research, January — June 2017



401 N. BROADWAY
BILLINGS, MT 59101

MAILING ADDRESS:
P.O. BOX 36300
BILLINGS, MT 59107-6300

(406) 657-1212
(800) 543-2505, EXT. 1212

BILLINGSGAZETTE.COM

CLASSIFIED ADVERTISING OPEN RATES PER LINE, PER DAY. 3-LINE MINIMUM, 12 LINES PER COLUMN INCH

	DAILY	EMPLOYMENT DAILY	SATURDAY	EMPLOYMENT SATURDAY	SUNDAY	EMPLOYMENT SUNDAY
1-2 days	\$7.86	\$8.81	\$8.26	\$9.21	\$8.82	\$9.86
3-6 days	\$5.94	\$6.69	\$6.25	\$7.02	\$6.98	\$7.83
7-13 days	\$5.30	\$5.87	\$5.53	\$6.20	\$6.17	\$6.93
14-20 days	\$5.06	\$5.72	\$5.30	\$5.94	\$6.02	\$6.77
21-27 days	\$4.88	\$5.46	\$5.13	\$5.72	\$5.84	\$6.53
28-31 days	\$4.81	\$5.39	\$4.97	\$5.63	\$5.62	\$6.27

CLASSIFIED ADVERTISING CONTRACT RATES PER LINE, PER DAY. 3-LINE MINIMUM, 12 LINES PER COLUMN INCH

	DAILY	EMPLOYMENT DAILY	SATURDAY	EMPLOYMENT SATURDAY	SUNDAY	EMPLOYMENT SUNDAY
\$1,200	\$3.87	\$4.07	\$4.07	\$4.27	\$4.34	\$4.55
\$2,000	\$3.58	\$3.76	\$3.76	\$3.95	\$4.01	\$4.21
\$5,000	\$3.48	\$3.66	\$3.66	\$3.84	\$3.90	\$4.10
\$10,000	\$3.39	\$3.56	\$3.56	\$3.74	\$3.80	\$3.99
\$15,000	\$3.29	\$3.46	\$3.46	\$3.63	\$3.69	\$3.87
\$20,000	\$3.20	\$3.35	\$3.35	\$3.52	\$3.58	\$3.76
\$25,000	\$3.10	\$3.25	\$3.25	\$3.42	\$3.47	\$3.65
\$30,000	\$3.00	\$3.15	\$3.15	\$3.31	\$3.36	\$3.53
\$40,000	\$2.91	\$3.05	\$3.05	\$3.20	\$3.25	\$3.42
\$50,000	\$2.81	\$2.95	\$2.95	\$3.10	\$3.15	\$3.30

SEVEN-DAY REPEAT AD DISCOUNTS - DISPLAY ADS -

1	2	3	4	5-7
0%	20%	25%	30%	35%

ONLINE EMPLOYMENT

To maximize your investment all employment ads are posted in print and online.

billingsgazette.com:

Top Jobs - Liner Ad (7 Days)	\$100
Job Bulletin - Display Ad (7 Days).....	\$100
Job Video (30 Days)	\$100

Recruitology – The Smart Recruiting Platform

Max Package (Max Recruit, After College, Veterans, Social, & Diversity Networks)	\$225
Select Package (After College, Veterans, Social & Diversity Networks).....	\$150
Max Recruit (Indeed, Zip Recruiter, Glass Door - 1500+ Sites nationwide)	\$150
Healthcare or Nursing Network	\$80
Social Network (Twitter – 13,000 Job Channels, Facebook, LinkedIn, etc.).....	\$70
Education, IT, Sales or Accounting Networks	\$60/each

ENHANCE YOUR AD

Bold face, italic, underlined type, attention grabbers	\$3.30
Add a box around a line ad.....	\$6.50
Online... (all classified ads appear online)	\$7.50
Online Autos... (all autos for sale appear online).....	\$10

ADDITIONAL PUBLICATIONS WHERE YOUR AD APPEARS:

Thursday Work 4 You... (employment classifications only).....	\$3.56
sellintmt.com... per line (no employment classifications up to 10 lines max).....	\$1.00

COLOR RATES: PROCESS COLORS ONLY - FREQUENCY DISCOUNTS DO NOT APPLY. *PLUS SPACE CHARGES.

Sign a Contract and Save on Color!

	31.5" or Less Contract Open Rate	32" to Full Page Contract Open Rate	More than Full Page Contract Open Rate
Full color	\$10/in* \$357	\$694 \$721	\$875 \$903
*4" Minimum. For Classified Advertising only. As color is available.			
BLIND BOXES: PICKUP REPLIES.....	\$25	MAIL REPLIES.....	\$35

DIGITAL BOOST PROGRAM:

*\$39 of your advertising investment will go toward "Digital Boost". This feature will give your business and advertisement a digital presence. Maximum of one \$39 "Digital Boost" charge per customer each month.

CLASSIFIED LINE AD DEADLINES

DAY PUBLISHED	DEADLINE
Monday	Fri - 4 pm
Tuesday	Mon - 12 pm
Wednesday.....	Tues - 12 pm
Thursday	Wed - 12 pm
Friday	Thurs - 10 am
Saturday.....	Fri - 12 pm
Sunday	Fri - 4 pm

CLASSIFIED DISPLAY AD DEADLINES

Express Ad +10% After Deadline - No proof	
DAY PUBLISHED	DEADLINE
Monday	Thurs - 3 pm
Tuesday	Fri - 10 am
Wednesday.....	Fri - 3 pm
Thursday	Mon - 3 pm
Friday - Enjoy.....	Mon - 3 pm
Friday - (Auto Plus).....	Mon - 3 pm
Friday	Tue - 3 pm
Saturday.....	Wed - 3 pm
Sunday Main	Thurs - 3 pm
Sunday-Your Home	Tue - 3 pm

CLASSIFIED COLUMN WIDTHS

	Picas	Inches
1 Column	9p4	1.556
2 Column	19p4	3.222
3 Column	29p4	4.889
4 Column	39p4	6.556
5 Column	49p4	8.222
6 Column	59p4	9.889
Double Spread	124p7	20.764

Full Page Journal = 6 columns x 21"

SPECIAL FEATURES

Business Section	Sunday
Your Home	Sunday
Employment	Sunday
Engagements/Weddings	Saturday
Business & Stocks	Tue-Sat
Health	Tuesday
Food	Wednesday
Outdoors	Thursday
TV Book	Friday
Enjoy! (entertainment)	Friday
Auto Plus	Friday

CUSTOM DESIGN/ARTWORK

Artwork/Photo Scans: \$6.00 each b&w,
\$35.00 each color
Commercial Graphic Production: \$50.00 per hour
Express Charge-Less than 24-hour turnaround:
\$75.00 per hour

DIGITAL PHOTOGRAPHY

Studio Photography: 1/2 hour - \$50.00 (min.) 1 hour - \$85

SPECS FOR ELECTRONIC ADS

PDF Files are our preferred type of file. Please call for our Distiller settings that work perfectly on our web press, (406) 657-1286. Make sure all fonts are embedded and images are grayscale for black and white ads, or CMYK for spot or full color ads. Black must be grayscale vs. CMYK black.

ART:

Photoshop files should be saved at the size they will be placed in the ad, resolution of 240 dpi for color and 240 dpi for grayscale. Save files as jpg. In the jpg options dialogue box select 12 for quality and select Maximum. Format Options: choose "Baseline Optimized." Size: @28.8Kbps. Check preview box please! We will also accept eps files with binary encoding and tif files using LZW compression. When toning black and white photos, plan for a 30% dot gain from our press. When toning photos in-house, we set the lightest highlight area to 0-1% black and set the darkest shadow area to 75-78% black. All color art MUST BE CMYK - (no spot, index, RGB or duotone colors throughout).

CREATIVE SERVICE CHARGES:

Creative service fees may apply. Ask your sales consultant for details.

AD SUBMISSION:

UPLOADING FILES

STEP #1 Point your web browser to:
http://portal.billingsgazette.com/

STEP #2 You will be given two options for uploading: One button for uploading Completed Media Files (Camera-Ready) and one button for Materials.

IF YOU KNOW YOUR ORDER NUMBER

STEP #3 Fill out your contact information and Order Number in the space provided and click the Search button.
STEP #4 Click on the "Add Files" button, select your file.
NOTE: Completed Media Files for print ads are limited to PDF or EPS only.
STEP #5 Click on the "Start Upload" button.

IF YOU DON'T KNOW YOUR ORDER NUMBER

STEP #3 Click on the I don't know my Order Number button and type in the information in the spaces provided.
NOTE: The text field at the bottom is intended for details about the order, not instructions or text to be used in the order.
STEP #4 Click on the "Add Files" button, select your file.
STEP #5 Click on the "Start Upload" button.

MONTANA & LEE GROUPS

Simplify your multi-market buys with the Montana and Lee Groups. One order, one invoice. The Montana Group includes Billings, Butte, Helena, Missoula and Hamilton. Group placement or customized buys are available for specific markets. For simplified media buys call us.
Retail Ads - Mandy Schilling - 406-657-1374 or
Classified Ads - 406-657-1212.

POLICIES

ACCEPTABILITY:

The right to classify, revise, edit, or reject any advertisement is reserved by the Publisher.

ERRORS IN PUBLICATION:

It is agreed The Billings Gazette is not to be held responsible for errors in publication, except where corrections marked on the advertising proof by the Advertiser have not been properly made, and then only for republication of that part of the advertisement affected by the error. It is agreed that The Billings Gazette accepts responsibility for errors only on first insertion of the advertisement. It is further agreed that in no case shall The Billings Gazette be held liable for selling losses incurred by errors in publication.

LIABILITY:

The Advertiser assumes liability for the content of all advertising that he/she authorizes for publication, and claims that arise therefore may not be made against the Publisher.

RATES SHOWN ARE NET:

No commissions apply.

RATE REVISIONS:

Ad rates and sizes subject to change upon written notice.

TERMS OF PAYMENT:

Cash with order unless credit established, or monthly as billed for credit accounts.

RESTRICTIONS:

Right is reserved to refuse any ad or preprint at the discretion of the newspaper.

BROKERED ADVERTISING:

Multiple local advertisers are not permitted to combine advertising to earn volume contract discount.

AD CANCELLATION DEADLINE:

Display ads may be cancelled by noon two days prior to publication without penalty. All later cancellations will be charged 50% of total ad cost.

MAXIMUM/MINIMUM SIZE REQUIREMENTS:

Retail display journal ads over 19.5 inches in depth will be charged at full column depth (21"). Tabloid ads over 8.5 inches in depth will be charged at full column depth (9.75"). Advertisements continued across vertical fold must measure a minimum of nine columns wide by nine inches in depth, plus the additional column charged for the gutter. Retail advertising sold by the column inch to the nearest half inch. Minimum ad size is one column inch. The width of ads may be altered slightly during the printing process to fit the printed column width.

TO MAXIMIZE YOUR INVESTMENT:

All display ads will be posted on billingsgazette.com.

NEWS STYLE/COMIC STYLE/POLITICAL & ISSUE ADS:

Must be bordered with the word "Advertisement" at the top of the ad.

PROOF DELIVERY:

Proofs will be emailed or faxed.

DISPLAY PROOF CORRECTION SCHEDULE:

Your ad is considered approved if corrections are not called in. Proof corrections must be called in by 12:00 p.m. the day before publication.

TO MAKE CORRECTIONS:

CALL YOUR GAZETTE SALES TEAM AT
(406) 657-1212 OR (800) 543-2505 EXT. 1212
OR FAX CORRECTIONS TO (406) 657-1278