The Bozeman Daily Chronicle—Your Partner For Success!  We want to do more than just sell you advertising space. Our purpose is to help your business get results. This rate card will help you maximize your investment in advertising.

**Rates**

**AD SIZE IS MEASURED BY COLUMN INCHES**

Number of columns × height in inches = total column inches

2 columns × 5" = 10 col.*

**RETAIL & CLASSIFIED DISPLAY RATES**  6 columns to a page

**OPEN RATE**

Daily (Tue-Sat)  $21.58 per column inch

Sunday  $22.59 per column inch

For Thanksgiving Day, Sunday rates apply

**ANNUAL DOLLAR VOLUME CONTRACTS**

All dollars spent with the Bozeman Daily Chronicle count toward annual dollar volume contract. The table to the right shows each contract level as well as the corresponding column inch rates and the preprint insert discount. Rates are billed to the nearest half inch and the minimum ad size is one column inch.

<table>
<thead>
<tr>
<th>DOLLAR VOLUME OF CONTRACT</th>
<th>DAILY RATE (MON-SAT)</th>
<th>SUNDAY RATE</th>
<th>PRE-PRINT DISCOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,400 - $4,999</td>
<td>$18.34</td>
<td>$19.26</td>
<td>2%</td>
</tr>
<tr>
<td>$5,000 - $9,999</td>
<td>$17.75</td>
<td>$18.72</td>
<td>3%</td>
</tr>
<tr>
<td>$10,000 - $14,999</td>
<td>$17.16</td>
<td>$17.98</td>
<td>4%</td>
</tr>
<tr>
<td>$15,000 - $24,999</td>
<td>$16.39</td>
<td>$17.48</td>
<td>5%</td>
</tr>
<tr>
<td>$25,000 - $34,999</td>
<td>$16.28</td>
<td>$17.05</td>
<td>6%</td>
</tr>
<tr>
<td>$35,000 - $44,999</td>
<td>$15.71</td>
<td>$16.53</td>
<td>7%</td>
</tr>
<tr>
<td>$45,000 - $59,999</td>
<td>$15.37</td>
<td>$16.12</td>
<td>9%</td>
</tr>
<tr>
<td>$60,000 - $79,999</td>
<td>$14.84</td>
<td>$15.54</td>
<td>11%</td>
</tr>
<tr>
<td>$80,000 - $99,999</td>
<td>$14.38</td>
<td>$14.94</td>
<td>13%</td>
</tr>
<tr>
<td>$100,000 - $124,999</td>
<td>$13.64</td>
<td>$14.31</td>
<td>15%</td>
</tr>
<tr>
<td>$125,000 and above</td>
<td>$13.16</td>
<td>$13.83</td>
<td>17%</td>
</tr>
</tbody>
</table>

All ads are included in our online Business Directory, providing increased search engine optimization. There is a $10 fee per ad per publication date.

**Agencies:** All rates shown on rate card are net. Please add in your 15% fee

**Color**

COLOR BY THE INCH

RETAIL & CLASSIFIED

<table>
<thead>
<tr>
<th>Ad Size*</th>
<th>1 color</th>
<th>Full color</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 5&quot; (flat rate)</td>
<td>$10.85</td>
<td>$23.95</td>
</tr>
<tr>
<td>5.5 to 31&quot;</td>
<td>$2.17</td>
<td>$4.85</td>
</tr>
<tr>
<td>31.5 to 61.5&quot;</td>
<td>$1.53</td>
<td>$3.42</td>
</tr>
<tr>
<td>62 to 123&quot;</td>
<td>$1.11</td>
<td>$2.43</td>
</tr>
</tbody>
</table>

**THE MORE YOU BUY, THE LESS IT COSTS** Rates are priced by the column inch. You can increase your total advertising space and lower your column inch rate by taking advantage of contracts and discounts for frequency and size.

**Frequency builds awareness. Awareness builds familiarity. Familiarity builds trust.**

If you want trust, you must advertise frequently! Run the same ad multiple times within a seven day period and receive discounted rates and better results!

- 2x in a week: 10% off each ad
- 3x: 20% off each ad
- 4x: 30% off each ad
- 5x: 35% off each ad

Color not discounted on multiple runs.

*PULSE RESEARCH/GOOGLE ANALYTICS  2020
**Specialty Rates & Discounts**

**POSITION REQUEST / CHARGES**

We do our best to accommodate section requests or select a reasonable alternative. We cannot guarantee that ads of a competitive nature will always be separated.

**GUARANTEED POSITION CHARGE**

For an additional 25% charge the Chronicle will guarantee the page where an ad will appear, but not the position on the page. Guarantee applies only if the page is available for advertising.

**CHURCH, CHARITABLE & ASSOCIATION RATES**

Churches and public service non-profit organizations whose primary function is to raise funds for charitable causes, are given a discounted rate. Contact your sales rep for qualifications.

<table>
<thead>
<tr>
<th>Retail Display</th>
<th>Daily</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$17.80</td>
<td>$18.69</td>
</tr>
</tbody>
</table>

**POLITICAL RATES**

Political candidates, parties and groups advertising for political office or addressing a specific issue are eligible for this rate. Political advertising must be clearly labeled as paid political advertising, and must contain the name, address and preferably the phone number of the individual or organization paying for the ad. All political advertising is cash in advance. Please request a current copy of our political advertising policies.

<table>
<thead>
<tr>
<th>Daily</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>$21.78</td>
<td>$22.81</td>
</tr>
</tbody>
</table>

**PERSONAL, BIRTHDAY, THANK YOU RATES**

Private parties placing thank-you ads, or personal greeting ads (birthdays, announcements, etc.) are given a discounted rate. All personal ads must be pre-paid.

<table>
<thead>
<tr>
<th>Retail Display</th>
<th>Daily</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$16.72</td>
<td>$17.56</td>
</tr>
</tbody>
</table>

**WEATHER PAGE ADS**

Each day our highly read weather page features a premium position, a 6 column by 3 inch ad at the bottom of the page. This is an exclusive position and space is limited. Call your sales rep. for availability.

Pricing includes four color.

**6X3 SUNDAY — $435.00**

**6X3 WEEKDAY, SAT. — $402.00**

**SECTION FRONT AND TARGETED BANNER ADVERTISING**

Maximum visibility on the front pages and specialty pages of our newspaper sections. Main, Sports, Big Sky, Home, Health, Outdoor, and Economy sections available. Call your rep. for availability.

**Pricing from $254 – $899**

**GATEFOLDS / SPADEAS**

Wrap your ad around the main section of the newspaper

**Wednesday: $2812.00  Sunday & Holidays: $3399**

**MARKETPLACE BUSINESS BUILDER**

A smart, affordable frequency plan designed to drive results! Packages include three ads a week designed to get customers in your door immediately! Packages include small space ads running three times a week. **Pricing from $43–$99 per week.**

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**Preprints, Inserts and Sticky Note Advertising**

**PRE-PRINT RATES**

Delivered for less than postage. Almost any preprinted piece — sales flyer, circular, brochure — can be inserted into the Chronicle and delivered for less than direct mail. Or we can print it for you.

Costs below are for full circulation. For zoned preprints (those less than full circulation) $5 per thousand to applicable cost per thousand rate.

<table>
<thead>
<tr>
<th>BROADSHEET PAGES</th>
<th>TABLOID PAGES</th>
<th>COST PER M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Card</td>
<td>Single Card</td>
<td>$53.00</td>
</tr>
<tr>
<td>2 Standard</td>
<td>4 Tabloid</td>
<td>$53.00</td>
</tr>
<tr>
<td>4 Standard</td>
<td>8 Tabloid</td>
<td>$66.00</td>
</tr>
<tr>
<td>6 Standard</td>
<td>12 Tabloid</td>
<td>$70.00</td>
</tr>
<tr>
<td>8 Standard</td>
<td>16 Tabloid</td>
<td>$73.00</td>
</tr>
<tr>
<td>10 Standard</td>
<td>20 Tabloid</td>
<td>$77.00</td>
</tr>
<tr>
<td>12 Standard</td>
<td>24 Tabloid</td>
<td>$81.00</td>
</tr>
<tr>
<td>14 Standard</td>
<td>28 Tabloid</td>
<td>$84.00</td>
</tr>
<tr>
<td>16 Standard</td>
<td>32 Tabloid</td>
<td>$88.00</td>
</tr>
</tbody>
</table>

For additional pages, add $3.60 per thousand for each 4 page increment. Minimum insertion quantity of 1,000 pieces; minimum charge of $206.00 applies.

**DIGITAL INSERTS**

Reach our entire Bozeman Daily Chronicle audience by posting your insert digitally on our website. With an average of 11,321 unique visitors per day, it's a cost effective way to increase your reach. When you insert your circular in our paper, post it on our website too for only 25% of the printed version's insertion cost. Ask your representative for a custom quote and to see a demonstration of the site.

**PREPRINT SIZE GUIDELINES**

- Minimum size: 7”x7”
- Maximum size: 10.5”x 12”
- Anything larger must be quarterfolded.
- Odd sized inserts may require an additional fee.

**DELIVERY**

- **Deadlines:** Five days prior to insertion.
- **Receiving Hours:** 8:00 a.m. to 5:00 p.m. Mon.-Fri., or by appointment
- **Street Address:** 2820 West College, Bozeman, MT 59718

All preprints are to be shipped prepaid.

Local pick-up charge for inserts not delivered to the newspaper—$50.00

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**Total Market Coverage**

**CHRONICLE EXPRESS**

9,000 copies of our complimentary TMC publication, the Chronicle Express, are distributed weekly throughout Southwest Montana. This publication contains classified advertising from the Bozeman Daily Chronicle in an inviting full newspaper size format and is available at no charge at grocery stores, convenience stores, restaurants and scores of other locations frequented by your customers. Featuring premium content and desired preprints, this publication gives your business an additional opportunity to reach your customers that can't be beat. You can insert your preprinted circular in this publication for the same cost per thousand rate as is available to you in the Daily Chronicle. Display ads available at a cost of $5.00 per column inch.

**STICKY NOTE ADVERTISING**

Place your post-it note on the front page of the Bozeman Daily Chronicle...above the fold! This advertising option has proven to be one of the most effective direct response vehicles ever launched at the Chronicle. Pricing ranges from $649-$849, depending on the type of the note and frequency.

**PRINT & DELIVER**

We can print four color glossy inserts at amazing prices. Contact your sales rep for pricing and options. For as low as $1,753 we can print and deliver a glossy insert to the full circulation of both the Bozeman Daily Chronicle and the Belgrade News.
Advertising Guidelines

The following are the basic guidelines for advertising placed in the Chronicle. Please refer to your advertising contract or invoice for complete terms and conditions.

POLICIES & PROCEDURES

ELECTRONIC AD BACKUP
Advertising agencies and individuals are responsible for maintaining back-up copies of electronic ads submitted to the Chronicle. The Chronicle only backs up ads created in-house.

BROKERED ADVERTISING IS NOT ACCEPTED
Advertising contracts and rates are for individual advertisers. Persons or agencies cannot purchase a volume contract for display space or preprints and resell it to multiple advertisers. Advertisers, including for-profit events, may not include other business logos in ads.

CREDIT, BILLING AND PAYMENTS
Terms are payment with submission of copy, unless credit has been approved in advance. We will accept payment with VISA or Mastercard while credit is being established. Advertising purchased on credit is due and payable the 10th of each month following publication. All personal, political, charitable and going-out-of-business advertisements require payment in advance. All out of state advertisers shall be cash-with-copy, unless credit has been approved. Advertising privileges may be suspended if an account becomes past due.

CHANGING OR REJECTING COPY
On occasion, it may be necessary or appropriate for the newspaper, in its discretion, to change or reject advertising copy, with or without the advertiser’s approval. The newspaper has the right to place the designation “Advertisement” above any advertisement. The newspaper reserves the right to refuse advertising for any or no reason.

OUR PLEDGE TO READERS
The Bozeman Daily Chronicle recognizes and respects the difference between independently produced news and editorial content and pages offered for sale. Consequently, the newspaper’s editors and reporters operate independent of any commercial considerations. No assignments are made or unmade on the basis of an advertising relationship; from inside or outside the newspaper. Credibility is the cornerstone of our business.

CIRCULATION FACTS

AVERAGE CIRCULATION
12,500

AUDIENCE
79% of Gallatin County adults have read the Daily Chronicle in print or online in the past 30 days.

Deadlines

<table>
<thead>
<tr>
<th>PUBLICATION DAY</th>
<th>SPACE RESERVATION &amp; AD COPY DUE</th>
<th>CAMERA READY E-MAIL ADS DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>Wed. 3:00 p.m.</td>
<td>Thursday 5:00 p.m.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Thursday 3:00 p.m.</td>
<td>Friday 5:00 p.m.</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Friday 3:00 p.m.</td>
<td>Monday 5:00 p.m.</td>
</tr>
<tr>
<td>Thursday</td>
<td>Monday 3:00 p.m.</td>
<td>Tuesday 5:00 p.m.</td>
</tr>
<tr>
<td>Friday</td>
<td>Tuesday 3:00 p.m.</td>
<td>Wed. 5:00 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>Wed. 3:00 p.m.</td>
<td>Thursday 5:00 p.m.</td>
</tr>
<tr>
<td>Sat.-Sun. Real Estate</td>
<td>Wed. 3:00 p.m.</td>
<td>Thursday 5:00 p.m.</td>
</tr>
<tr>
<td>Ruckus</td>
<td>Monday 3:00 p.m.</td>
<td>Tuesday 5:00 p.m.</td>
</tr>
</tbody>
</table>

Specifications

PAGE & COLUMN MEASUREMENTS

BROADSHEET & CLASSIFIED DISPLAY ADS

<table>
<thead>
<tr>
<th>Inches</th>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 column</td>
<td>1.4821&quot;</td>
</tr>
<tr>
<td>2 column</td>
<td>3.1517&quot;</td>
</tr>
<tr>
<td>3 column</td>
<td>4.8213&quot;</td>
</tr>
</tbody>
</table>

TABLOID ADS

<table>
<thead>
<tr>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 page horz.</td>
</tr>
<tr>
<td>1/8 page vert.</td>
</tr>
<tr>
<td>Quarter page</td>
</tr>
<tr>
<td>1/2 page horz.</td>
</tr>
<tr>
<td>1/2 page vert.</td>
</tr>
<tr>
<td>Full Page</td>
</tr>
</tbody>
</table>

(8 points between columns)
Ads 18.5 inches in depth and over are charged for 20.5 inches

SPECIAL PUBLICATIONS

FEATURE SECTIONS & PAGES

Target your message to specific groups of consumers with our topic and event publications. From At Home in Southwest Montana to Daytripper, to Dining Under the Big Sky, these exclusive publications offer high readership and a targeted focus for your ad. See our Special Publications Calendar and check with your ad rep for distribution dates and rates.

RUCKUS
This weekly publication (Fridays) highlights the thriving creative community with articles on local artists, performances, restaurants, and a robust event calendar.

PRIME
This monthly publication focuses on our growing senior population. It contains local senior center information as well as other articles of interest to seniors and their families.
THE DAILY CHRONICLE IS READ BY PEOPLE OF ALL AGES

DAILY CHRONICLE READERS HAVE MONEY TO SPEND. 51.3% OF CHRONICLE READERS HAVE HOUSEHOLD INCOMES OVER $50,000.

DAILY CHRONICLE READERS ARE EDUCATED. 79.1% HAVE EDUCATION LEVELS BEYOND HIGH SCHOOL
THE BOZEMANDAILYCHRONICLE.COM IS THE AREA’S #1 NEWS WEBSITE

• INCREASED MARKET PENETRATION
• MORE ENGAGED READERS SEEING YOUR ADS
• ADS DISPLAY ON BOTH DESKTOP & MOBILE DEVICES

11,321 Visitors / Day
39,775 Page Views / Day

Yearly Users, Sessions, & Pageviews
2019

- Users: 3,594,027
- Sessions: 8,417,764
- Pageviews: 14,517,770

Visitor Age Breakdown

- 18-24: 5.28%
- 25-34: 25.0%
- 35-44: 18.67%
- 45-54: 18.37%
- 55-64: 18.86%
- 65+: 13.81%

Male v Female Visitors

- Male: 61.6%
- Female: 38.4%

New v Returning Visitors

- Returning Visitors: 16.2%
- New Visitors: 83.8%
ONLINE ADVERTISING OVERVIEW
Advertising online is trackable and measurable. Any tactic delivered online offers data, whether that is on the BDC site or elsewhere, reporting is available. Through gathering metrics and tracking performance, you can ensure your advertising budget is utilized in the most effective manner.

IMPRESSIONS, CPM, CREATIVES, WHAT DOES IT ALL MEAN?
Digital advertising comes with its own dictionary so please reference the terminology below for assistance when discussing campaigns.

- Impressions – An impression is when an ad is displayed to a user on a device
- CPM – cost per thousand, the standard rate system we operate with. Impressions are purchased on a per thousand basis
- Creatives – actual advertisement files that we are utilizing with/for a campaign
- Click – an action taken on an ad placement, a click then directs a user to a landing page
- CTR – click thru rate, the total rate at which users clicked on your ad, the percentage of total clicks divided by total impressions.
- CTA – call to action, an actionable phrase or image that entices a user to “click”
- Click-thru/Landing Page – a webpage to which your advertisements direct users that have clicked

BUILDING A CAMPAIGN
When considering digital advertising it is best to determine how you want your advertisements to work for you. Digital advertising can be as broad or as targeted as you want, so building a campaign based around your goals is important. We suggest utilizing a variety of tactics, performing A:B testing, and allowing ample time for data to gather.

WHAT MAKES A CREATIVE EFFECTIVE?
Since digital ads have the ability to be acted on immediately, it is not necessary to include all your advertising information. Ideally your ad will have relevant imagery, an appealing headline, less than 20 words of copy (dependent on tactic), a call to action, and limited contact information. With this in mind, having an effective click-thru is just as integral as the ad itself; ensure you direct users to the proper webpage of your campaign so users are not left confused.

MY CAMPAIGN HAS ENDED, NOW WHAT?
After the life of your campaign, request a report from your assigned multi-media advertising representative so that we can assess the effectiveness of your ads. Reporting will show a variety of metrics depending on the chosen tactics; standard metrics are impressions and clicks. We encourage that you track your site traffic through your own Google Analytics so that you may view other areas of effectiveness with the campaign.
Programmatic advertising is the process of ideating a goal, determining an audience, and delivering a variety of targeted creatives. The targeting is through geographic data, demographic data, behavioral data, and contextual data. Programmatic tactics can create awareness, build engagement, and retain an audience. Never again miss a potential customer or lose them in the purchasing funnel.

**Targeted Display**
Custom dynamic HTML5 creatives delivered to your target audience, wherever they exist online. Determine your audience and we will place an ad in front of them on desktop or mobile. ($10/CPM)

**Retargeting**
Delivering display ads to the audience frequenting your website. Once an individual visits your site/webpage, we will track them, through the use of pixels, for 30 days and deliver your creatives. ($10/CPM)

**Geo-fence**
Cast a net over a competitor's business or other address to deliver ads on mobile devices entering that zoned address. Devices are tracked for 30 days. ($10/CPM)

**Conversion Zone**
Cast a net over your own business to track individuals entering your geo-fenced areas, and seeing that audience convert at your location.

**Addressable Geo-fence**
Deliver ads across all devices in your audience's home, geo-fencing a list of addresses to maximize your reach, perfect for businesses with a mailing list. ($10/CPM)

**Social Media**
Expand your social media presence on Facebook and Instagram by creating engaging campaigns, not posts. ($8.50/CPM)

**Native Advertising/Sponsored Content**
Deliver an informative article or story to your audience across the internet. Content is written by you and pushed to an audience of your choice. ($10/CPM)

**Email Marketing**
Send a targeted email to an audience of your choosing. Each email will be delivered to a minimum of 25,000 individuals. All recipients are opted-in and reported active. ($700/email)

**SEM/PPC**
Search engine marketing or pay-per-click. Commonly referred to as ad words or paid keywords. Budget based advertising tactic designed to help you become first page with Google search results. ($300/month minimum)

**Video**
In stream video advertising on desktop and mobile with pre-roll, mid-roll, and post-roll 15-second placements available. Capture your audience with sight and sound ($10/CPM)

**Youtube Trueview**
In-stream placement is your video playing before and during videos on Youtube watch pages, partner sites, apps, and in the Google Display Network. Discovery placement is an ad for your Youtube channel that appears alongside other videos, search pages, or on sites within the Google Display Network. (Contact for pricing)

**Connected TV**
Have your video on a big screen through streaming boxes, media streaming devices, Smart TVs, and gaming consoles. These devices are connected to your TV over the internet and make use of apps to stream on-demand and live video content. ($50/CPM)

**Ad Messenger**
A text scrolling bottom banner placement that allows you to deliver a lengthier message to your digital audience, only available on mobile devices. ($10/CPM)
BozemanDailyChronicle.com is one of the areas most visited sites and has the domain authority you’ll want your message tied to. Work with your Chronicle multi-media advertising representative to develop multi-tactic campaigns to meet your objectives. The following are the tactics we offer specifically on BozemanDailyChronicle.com.

### Banner Ads

The core of online advertising and a proven way to build your brand, drive traffic to your website, and boost sales for your business. Below are products/packages utilizing banner ads. Run of Site – digital display banner ads, standard 4 sizes that rotate throughout all pages of the Chronicle site ($7/CPM – discounts for volume and commitment)

- 20,000 impressions = $140
- 50,000 impressions = $350
- 100,000 impressions = $700

### Reveal Ad

An effective large top banner, the digital version of a full page ad ($499/day, 1 advertiser per day)

### Homepage Takeover

A 24 hour takeover of all banner placements on the BDC homepage, including reveal ad ($800/day)

### Homepage Sponsorship

Pick a display placement on the homepage and secure it for 24 hours, excludes the reveal ad ($299/day)

### Premium Placements

High impact and prominent sponsored placement for your message (Starting at $275, only available for 4 standard display sizes)

### Email Blasts

A cost-effective way to communicate with prospects and existing customers. Opted in list of approximately 5,000 people – and continuing to grow ($299/email)

### Audience Engagement Package

Sponsor or host a contest/quiz/survey with a promotional package valued at $2600 for only $499, plus a $50 prize investment. Please contact Casey Fullem at cfullem@dailychronicle.com or call at (406)-582-2627 for more information.

### Video

A video ad placement that flows in-feed, no auto-play, ensuring that every click is an interested user. Runs with all content to all users on our site. ($10/CPM)

### Native Advertising/Sponsored Content

Provide informative articles written by you that reside on our website along with and similar in appearance to our news stories but marked as sponsored content. ($500 w/ a 3-month commitment, $750 w/ a 1-month commitment)

### Facebook Marketing

Reach an entirely new pool of prospective customers by taking advantage of our 48,000+ and growing Facebook followers to reach prospective customers.

- Boosted Post: Reach more of your followers and their friends. $299
- Sponsored Post: Your post will reach a portion of our followers. $99

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**Banner Ad Sizes**

- 728x90 PIXELS
- 300x250 PIXELS
- 300x600 PIXELS
- 320x50 PIXELS

**Reveal Ad Sizes**

- 1920x600PIXELS
- 800x250 PIXELS