

BOZEMAN DAILY CHRONICLE

ADVERTISING RATES

79% of the Gallatin County market has read a Chronicle product in the past 30 days*

*PULSE RESEARCH/GOOGLE ANALYTICS

Effective Feb. 2020

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 X height in inches = total column inches

2 columns X 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.

► **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.

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

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

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 5x: 35% off each ad
 3x: 20% off each ad 6x: 40% off each ad
 4x: 30% off each ad

Color not discounted on multiple runs.

The most important determinant of advertising success is frequency!

Color

COLOR BY THE INCH
RETAIL & CLASSIFIED

Ad Size*	1 color	Full color
up to 5" (flat rate)	\$10.85	\$23.95
5.5 to 31"	\$2.17	\$4.85
31.5 to 61.5"	\$1.53	\$3.42
62 to 123"	\$1.11	\$2.43

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.

	Daily	Sunday
RETAIL DISPLAY	\$17.80	\$18.69

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.

	Daily	Sunday
RETAIL DISPLAY	\$21.78	\$22.81

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.

	Daily	Sunday
RETAIL DISPLAY	\$16.72	\$17.56

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.**

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.

BROADSHEET PAGES	TABLOID PAGES	COST PER M
Single Card	Single Card	\$53.00
2 Standard	4 Tabloid	\$53.00
4 Standard	8 Tabloid	\$66.00
6 Standard	12 Tabloid	\$70.00
8 Standard	16 Tabloid	\$73.00
10 Standard	20 Tabloid	\$77.00
12 Standard	24 Tabloid	\$81.00
14 Standard	28 Tabloid	\$84.00
16 Standard	32 Tabloid	\$88.00

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

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

PUBLICATION DAY	SPACE RESERVATION & AD COPY DUE	CAMERA READY E-MAIL ADS DUE
Sunday	Wed. 3:00 p.m.	Thursday 5:00 p.m.
Tuesday	Thursday 3:00 p.m.	Friday 5:00 p.m.
Wednesday	Friday 3:00 p.m.	Monday 5:00 p.m.
Thursday	Monday 3:00 p.m.	Tuesday 5:00 p.m.
Friday	Tuesday 3:00 p.m.	Wed. 5:00 p.m.
Saturday	Wed. 3:00 p.m.	Thursday 5:00 p.m.
Sat.-Sun. Real Estate	Wed. 3:00 p.m.	Thursday 5:00 p.m.
Ruckus	Monday 3:00 p.m.	Tuesday 5:00 p.m.

Specifications

PAGE & COLUMN MEASUREMENTS

BROADSHEET & CLASSIFIED DISPLAY ADS			
	Inches		Inches
1 column	1.4821"	4 col.	6.4908"
2 column	3.1517"	5 col.	8.1604"
3 column	4.8213"	6 col.	9.83"

TABLOID ADS	
	Inches
1/8 page horz.	4.75 x 2.34"
1/8 page vert.	2.29 x 4.78"
Quarter page	4.75 x 4.78"
1/2 page horz.	9.667 x 4.78"
1/2 page vert.	4.75 x 9.69"
Full Page	9.667 x 9.69"

(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.

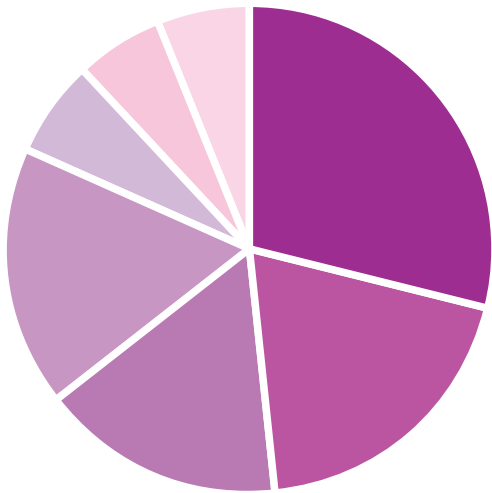
PRIME

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.



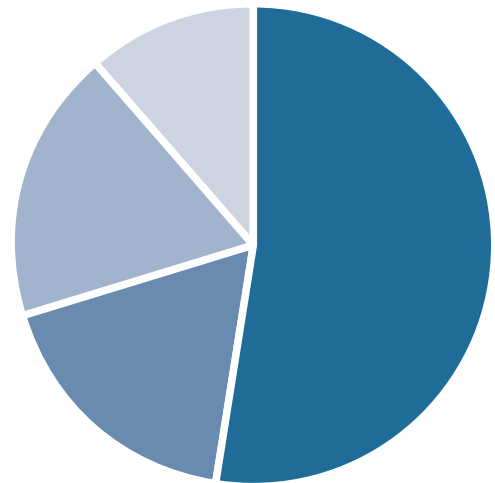
STATS & DEMOGRAPHICS

THE DAILY CHRONICLE IS READ BY PEOPLE OF ALL AGES



- 28.6% of Chronicle readers are under the age of 30
- 19.3% of Chronicle readers are between the ages of 30 - 39
- 16% of Chronicle readers are between the ages of 40 - 49
- 17% of Chronicle readers are between the ages of 50 - 59
- 6.3% of Chronicle readers are between the ages of 60 - 64
- 6% of Chronicle readers are between the ages of 65 - 74
- 5.8% of Chronicle readers are over the age of 75

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



- 41.5% of Chronicle readers making over \$50,000 annually make between \$50,000 - \$74,999
- 14.1% of Chronicle readers making over \$50,000 annually make between \$75,000 - \$99,999
- 14.6% of Chronicle readers making over \$50,000 annually make between \$100,000 - \$149,999
- 8.8% of Chronicle readers making over \$50,000 annually make \$150,000 or more

DAILY CHRONICLE READERS ARE EDUCATED. 79.1% HAVE EDUCATION LEVELS BEYOND HIGH SCHOOL



- 2.3% of Chronicle readers have education less than high school graduate
- 17.5% of Chronicle readers highest level of education is high school graduate
- 23% of Chronicle readers highest level of education is some college or technical training
- 36.3% of Chronicle readers highest level of education is a Bachelor's degree
- 3.3% of Chronicle readers highest level of education includes some post graduate work
- 16.5% of Chronicle readers have a post graduate degree

BOZEMAN DAILY
CHRONICLE bozemandailychronicle.com
empowering the community

2020

Mark Dobie, Publisher • mdobie@dailychronicle.com
 Cindy Sease, Advertising Director • csease@dailychronicle.com
 Casey Fullem, Digital Sales Manager • cfullem@dailychronicle.com

Mailing address:
 P.O. Box 1190
 Bozeman, MT 59771

Street delivery address:
 2820 W. College
 Bozeman, MT 59718

National Sales: Kate Burgan
 at 406-582-2699
 kburgan@dailychronicle.com

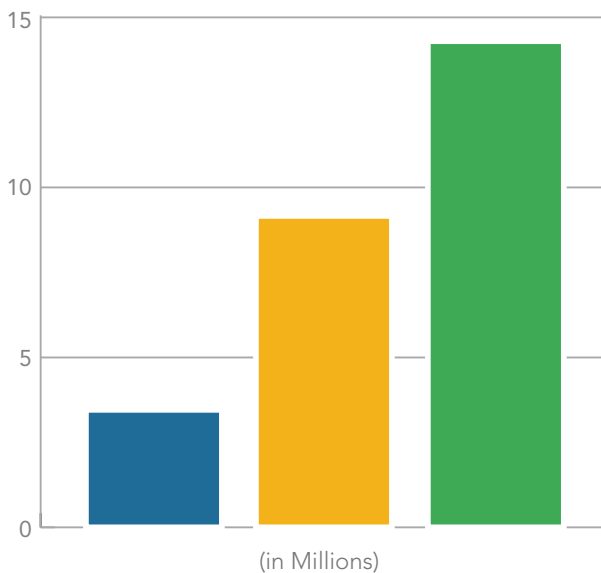
THE BOZEMANDAILYCHRONICLE.COM IS THE AREA'S #1 NEWS WEBSITE

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

(Source: Google Analytics 12 Month Average)

11,321 Visitors / Day

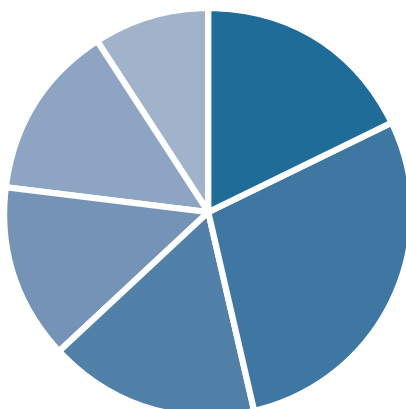
39,775 Page Views / Day









Yearly Users, Sessions, & Pageviews 2019

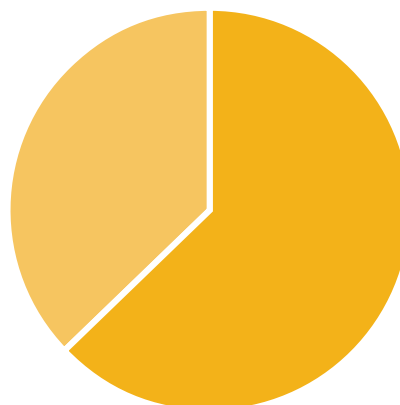
	Users:	3,594,027
	Sessions:	8,417,764
	Pageviews:	14,517,770



Visitor Age Breakdown



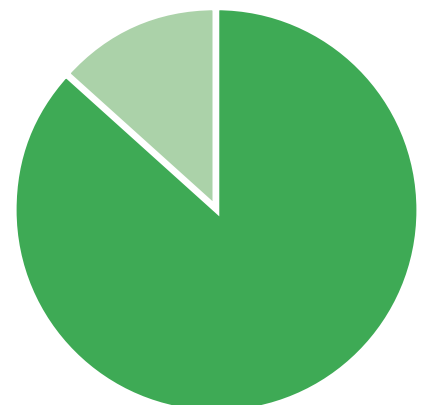
	18-24	5.28%
	25-34	25.0%
	35-44	18.67%
	45-54	18.37%
	55-64	18.86%
	65+	13.81%

Male v Female Visitors



	Male:	61.6%
	Female:	38.4%

New v Returning Visitors



	Returning Visitors	16.2%
	New Visitors:	83.8%

BUYERS GUIDE What do I need to know?

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
- Tactic – type of ad placement and targeting within your campaign (i.e. video, display, native)

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.

2020 PROGRAMMATIC ADVERTISING TACTICS OFFERED BY BOZEMAN DAILY CHRONICLE

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 competitors 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)

2020 ONLINE PRODUCTS & PRICING

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)

Banner Ad Sizes

728X90 PIXELS 300X250 PIXELS

300X600 PIXELS 320X50 PIXELS

Reveal Ad Sizes

1920X600PIXELS 800X250 PIXELS

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 information your customers can use. These are 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 our followers and their friends. \$299
- Sponsored Post: Your post will reach a portion of our followers. \$99

