



Southwest Montana boasts some of the best fishing in the world—which is why an estimated **49,000 nonresidents** travel here to fish every year, and why visitors and residents combined spend nearly **\$100 million** annually on fishing in our region. Want your business to be a part of this enormous economic influx? Advertise in *Outside Bozeman's* fishing guide, *CAST: Fishing Southwest Montana*. From the Yellowstone to the Big Hole, gear & equipment to the best après-fish hangouts, *CAST* covers it all. 10,000 glossy, full-color guides are distributed across southwest Montana. Now in its sixth year, *CAST* has become the must-have resource for fishermen of all stripes, be they tourists, locals, or second-home owners.

## FISHING GUIDE FEATURES

- Full coverage of all major rivers
- How-to articles
- Stunning photography
- Accurate, thorough maps
- Gear & apparel
- Lifestyle and local color

## BUSINESS BENEFITS

- Exposure to largest recreational group in southwest Montana
- Direct distribution makes guide readily available
- Focused content hits target market
- Creates top-of-mind awareness for your business

## DISTRIBUTION HIGHLIGHTS

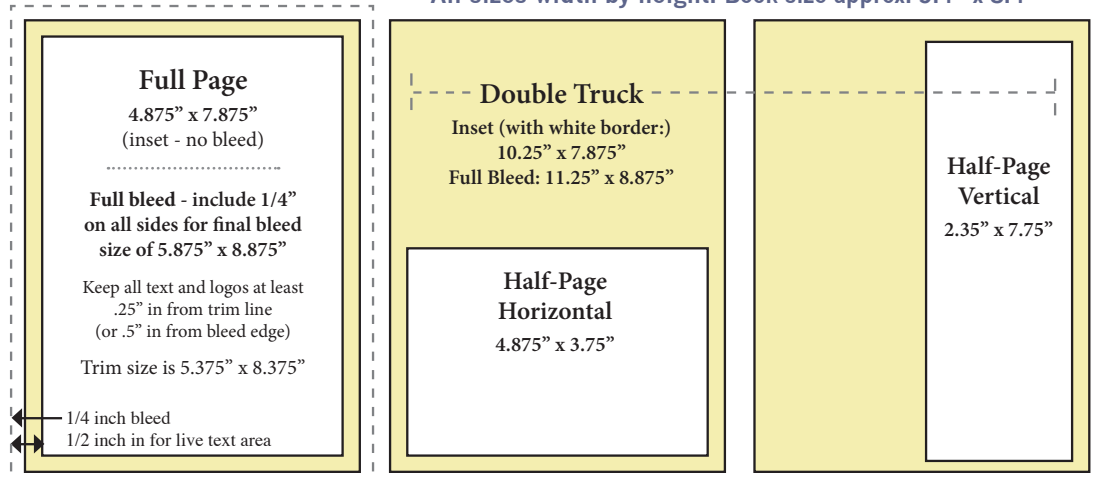
- Entirety of southwest Montana
- In *Outside Bozeman* racks
- Fly shops & outdoor stores
- Motels, eateries & cafés

## SIZING/PRICING INFO

- Half-page – \$475
- Full page – \$825
- Inside Front, Inside Back, Page 3 – \$975
- Back Cover – \$1075
- Center double-truck (ONE) – \$1225

**CAST & BLAST:** Run the same-sized ad in our *Stalk* hunting guide (on shelves in August) and receive a 10% discount off both ads.

All sizes width by height. Book size approx. 5.4" x 8.4"



**SPACE RESERVATION DEADLINE: MARCH 9, 2018**  
Call 406-582-8068 or e-mail [sales@outsidebozeman.com](mailto:sales@outsidebozeman.com)

Business: \_\_\_\_\_ Date: \_\_\_\_\_ Ad Size: \_\_\_\_\_ Signature: \_\_\_\_\_