

# THE Blue Light

OUTDOOR GUIDE & COUPON BOOK



For over a decade, the Blue Light Guide has introduced incoming MSU students to the town of Bozeman and its incredible outdoor opportunities. Nowadays, as non-students arrive in record numbers, Bozeman needs an outdoor guide for all newcomers—and the Blue Light is it. The guide will still be available on the MSU campus, but distribution will expand throughout Bozeman and southwest Montana. Introduce your business to droves of new Bozeman residents with an ad—and coupon, if appropriate—in the Blue Light Outdoor Guide & Coupon Book.

## NICHE PRICING

EXPOSURE		PRICE (PER PUBLICATION)
PRINT	DIGITAL	
Center Double-Truck		\$1225
Back Cover		\$1075
Premium		\$975
Full		\$825
Half		\$475
Coupon		\$225
Half/Coupon Combo		\$650

Blue Light full page and up includes free coupon.

- Digital issue hyperlink Web ad in online article
- Email promotion of online article
- Logo in online article Online directory ad

## FEATURES

- Outdoor recreation
- Trail etiquette
- Fueling up
- Two covers, one price
- Removable trail map
- Recommended businesses
- Apres outdoors
- Incentivizing coupons

## NICHE SPECS

**Coupon**  
Front and Back  
4.875" x 1.875"

**Double Truck**  
Inset (with white border):  
10.25" x 7.875"  
Full Bleed: 11.25" x 8.875"

**Half-Page Horizontal**  
4.875" x 3.75"

**Full Page**  
4.875" x 7.875"  
(inset - no bleed)

**Full Bleed**  
include .25" on all sides for final  
bleed size of 5.875" x 8.875"

**Final trim size**  
5.375" x 8.375"  
(Keep all text & logos at least .25"  
from trim line or .5" from bleed edge)

.25 inch bleed  
keep all text & logos inside live area

**Half-Page Vertical**  
2.35" x 7.75"

All sizes width by height.  
Book size is approx. 5.375  
x 8.375 inches. Contact  
[sales@outsidebozeman.com](mailto:sales@outsidebozeman.com)  
for more information.

**CIRCULATION 7,500**

**SPACE RESERVATION DEADLINE:** Sept 11, 2020 | **AD COPY DEADLINE:** Sept 21, 2020

406-582-8068 • [sales@outsidebozeman.com](mailto:sales@outsidebozeman.com)