

Cast

Fishing Southwest Montana

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. *Cast* highlights your business with this enormous economic influx. Distribution starts in May, with the bulk of the copies disseminated between June and September.



NICHE PRICING

EXPOSURE		PRICE (PER PUBLICATION)
PRINT	DIGITAL	
Double-Truck		\$1225
Back Cover		\$1075
Premium		\$975
Full		\$825
Half		\$475

Combo buy in Cast & Stalk = 10% discount.

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

NICHE SPECS

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"

Half-Page Vertical
2.35" x 7.75"

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

All sizes width by height.
Book size is approx. 5.375 x 8.375 inches. Contact sales@outsidebozeman.com for more information.

CIRCULATION 7,500

FEATURES

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

SPACE RESERVATION DEADLINE: March 12, 2021 | **AD COPY DEADLINE:** March 22, 2021

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