

MAIL THIS FORM TO:
ANNA STRANGE | (406) 465-5380
ads@thelocal-helena.com
The Local, PO Box 1496,
Helena, MT 59624
CONTENT DUE: AUGUST 7, 2020



All rates include layout, complimentary.
Want to use your own artwork?
That's okay too!
See design guidelines for details.

VOLUME 5 | FALL 2020 DIGITAL ADVERTISING RATES AND SIZES: Select sizes and add-ons

DIGITAL DISPLAY AD SIZE

- Full Page** \$350
- Vertical Half Page** \$250
- Horizontal Half Page** \$250
- Quarter Page** \$175
- 30-Second Video Ad** \$700

ADD-ONS

- Design File Add-on** \$100
Do you want a copy of your new ad to use in the future for other publications? Then this design file add-on is for you! Our creative team will provide you with a layered design file via email after The Local issue launches.
- Digital Media Photoshoot Add-on** \$300
This media package includes 25 images for clients to use to promote themselves on social and digital media outlets. See the fine print on page 2 for more information.

Social Media Advertising Add-on \$600

Want to get social? Our NEW social media advertising add-on gives advertisers access to a custom audience. Our expert creative team will manage the process for you, from concept to execution, ad placement, and reporting. This add-on is only available to current digital display ad clients. See the fine print on page 2 for more details.

In addition to the base cost (\$600) of this add-on, social media ad clients can select their boost budget:

- \$200 BOOST BUDGET (Total costs = \$800)**
Estimated reach up to 48,000 unique viewers between Facebook and Instagram.
- \$100 BOOST BUDGET (Total costs = \$700)**
Estimated reach up to 25,000 unique viewers between Facebook and Instagram.
- \$50 BOOST BUDGET (Total costs = \$650)**
Estimated reach up to 14,100 unique viewers between Facebook and Instagram.

ADVERTISING CONTRACT: Please provide the following information

NAME _____ TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

WEBSITE _____

PAYMENT INFORMATION

- Enclosed is a check in the amount of \$ _____
- Please send me an invoice for credit card payment

DON'T FORGET...

1. Please email content to ads@thelocal-helena.com
2. Mail check and application to: The Local, PO Box 1496, Helena, MT 59624

I agree to pay this in full by 7/31/2020 and meet all the necessary deadlines for artwork as outlined on page 2.

SIGNATURE _____ DATE _____

HAVE AN AD YOU WANT TO USE?

PROVIDE FOR REVIEW BY AUGUST 7

Please send your ad artwork to ads@thelocal-helena.com to be approved. If your artwork follows the style of The Local Helena and is provided in a high resolution format at the size purchased, we will approve your ad. See resolution guidelines in the section below. **If your artwork does not meet these guidelines, we will contact you to start the process of creating a new ad for you. Layout is included in your ad rate.**

AD SIZES

Full Page: 8.625 in x 11.375 in

Horizontal Half page: 7.375 in x 4.75 in

Vertical Half page: 3.5625 in x 9.875 in

Quarter Page: 3.6042 in x 4.75 in

YOUR COMPLIMENTARY DIGITAL AD LAYOUT

PROVIDE CONTENT BY AUGUST 7

Using your provided high-quality logo, images, and text, our creative team will create an ad that fits your brand. Layout design includes receiving two layout options to choose from with up to two rounds of edits. Your in-issue digital display ad includes a hyperlink to your website from our digital publication. To do this, we need you to send us your content (outlined below) by August 7, 2020. Please follow these guidelines so we can do our best work to represent your business.

Content

1. Graphics/Logo - File Types accepted: PDF, EPS, JPG, TIFF, PNG

- **Resolution:** All files and graphics must have a minimum of 300 DPI resolution.

- DPI = Dots Per Inch. A higher DPI means a higher graphic resolution and better image quality and also larger file sizes.

- A low resolution file will appear pixelated, or grainy in print.

- **Helena-focused, high-quality images are available for purchase in our Local stock photo library:** <https://thelocallibrary.shootproof.com/>

- **Logo:** Your package does not include redrawing a low resolution logo, please try to provide the highest quality file you can. If your logo needs some fine tuning, we will let you know. Our team can clean it up for you at an additional cost.

2. Brand colors. Do you have colors used in your logo or branding you want matched in the ad? Please provide your colors in CMYK or PMS values. If you do not provide this we will do our best to match.

3. Please provide the text you would like to request on the ad. Note: The smaller your ad, the less content we will be able to include.

- **Suggested Content:** Phone, Address, Hours, Website, Special offer

DIGITAL DISPLAY AD SCHEDULE - *This timeline is subject to change based on commitment date.*

JULY 31: Ad Commitment and payment due.

AUGUST 7: Creative content, outlined above, due.

AUGUST 14: Two layout options sent to client for review.

AUGUST 21: Layout selection and requested changes due to The Local ad team.

AUGUST 25: Revised files sent to client for review.

AUGUST 28: Final ad approval due.

BETTER LATE THAN NEVER...

Did you miss out on our advertising deadline? Now that we're digital, you can purchase an ad at any time and still be included in the current volume. Your ad will be placed in the digital version once it's been approved. The Local reserves creative license for ad location within the digital publication.

DIGITAL MEDIA PHOTOSHOOT ADD-ON

The digital media photoshoot add-on includes a 20-minute pre-shoot consultation (via phone or video chat) and a 1-hour on-location photoshoot. Final images will be uploaded to a digital album, where images can be downloaded. The digital album includes a print and digital release of all images. The Local reserves the right to use these images in the magazine, on social media, and to add them to The Local stock photo library.

SOCIAL MEDIA ADVERTISING ADD-ON - NEW!

If social media gives you a headache, or if you're looking to switch up your social media reach, this is the add-on for you. All social media ads will direct users to your website or business social media pages.

Estimated reach: The number of people who may see your ad at least once.

The base cost (\$600) of this add-on includes:

- Half-hour consultation (via phone or video chat)
- Social media ad copy writing
- Two ad design concepts per post type with up to two rounds of edits
- One (1) Instagram story
- One (1) Facebook and Instagram post with mirrored content
- Custom audience creation
- Ad management
- Post-advertising report detailing performance

FINE PRINT

VOLUME 5 OF THE LOCAL HELENA WILL BE DIGITAL ONLY. Due to the COVID-19 pandemic, we've decided to make this issue digital only in order to protect our audience and be able to update information as this crisis unfolds. 100% of the ad cost is required up front or by July 31, 2020. Ad layout is included in all ad sizes and packages. Advertisers agree to send their logo, graphics, and preferred text to ads@thelocal-helena.com on or before August 7, 2020. Once these items have been received, the designer can begin work. If additional revisions are required (more than two), it is up to The Local-Helena Lead Designer to notify the business owner or representative, and work together to create a reasonable solution and compensation. Additional artwork created will be quoted and handled as needed. Any additional, out-of-pocket costs associated with this contract will be billed separately from the flat-rate fee, and will require pre-approval from the business prior to costs being incurred. Unless purchasing the design file add-on, designed ads are copyright of the The Local. **The Local-Helena thrives on providing a successful experience for our clients. We are truly excited for the opportunity to work with you!**