

MAIL THIS FORM TO:
ANNA STRANGE | (406) 465-5380
ads@thelocal-helena.com
The Local PO Box 1496,
Helena, MT 59624
CONTENT DUE: Feb 1st



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

2019 ADVERTISING RATES AND SIZES: Select desired size or package

PRINT + DIGITAL PAGE SIZE

- Full Page** \$700
- Vertical Half Page** \$500
- Horizontal Half Page** \$450
- Quarter Page** \$325
- 1 Min Video Ad** \$700

PACKAGE DEALS

- 1-Min Video Ad + Full Page** \$1,350
- 1-Min Video Ad + Vertical Half Page** \$1,200
- 1-Min Video Ad + Horizontal Half Page** \$1,150

ADD-ON

- Design File** \$100
This add-on includes a layered design file for you to use however you'd like in addition to your cleaned up logo (if needed).

BECOME A DISTRIBUTION HUB

Purchase The Local at wholesale to be advertised by us as a Hub and sell print issues at your business.

- 50 Issues \$50 profit** \$197.50
- 100 Issues \$100 profit** \$395.00
- 150 Issues \$150 profit** \$592.50
- 200 Issues \$200 profit** \$790.00

ADVERTISING REGISTRATION FORM: 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 2/1/19 and meet all the necessary deadlines for artwork as outlined].

SIGNATURE _____ DATE _____

HAVE AN AD YOU WANT TO USE?

PROVIDE FOR REVIEW BY FEB 1

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 create a new ad for you. Design 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 DESIGN

PROVIDE CONTENT BY FEB 1

We will design an ad at your purchased dimensions that follows the style of The Local Helena. We will use your provided logo, graphics and text to create an ad that fits your brand. You will be given two design options to choose from. To do this, we need you to send us your content (outlined below) by February 1, 2018. Follow these guidelines so we can do our best work to represent your business.

Content

1. Graphics/Logo

- **Resolution:** All files and graphics must have a minimum of 300 DPI resolution to print sharp, high quality graphics. Graphics on the web are often created at a low resolution of 72 DPI which is ideal on websites are NOT ideal for print.

- 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.

- **If your images are low resolution, we will look for a suitable image in The Local Photo Library. If we cannot find one, we will charge an additional \$15 fee for a stock photo.**

- **Logo:** We will not redraw a low resolution logo, try to provide the highest quality you can. If your logo is not suitable for print, we can clean it up for you with the design add-on outlined below. You will be contacted if your logo needs to be cleaned up.

- **Color space:** If possible, please provide your images in CMYK that is suitable for print. RGB colors are meant to be displayed on screen and will not print well.

2. File Types accepted

- PDF, EPS, JPG, TIFF

3. 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.

4. 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

Schedule

FEB 1: Ad Commitment and any content, outlined above, due to The Local Helena ad team.

FEB 17: Two design options sent to you for review

FEB 22: Design selection and requested changes due to The Local ad team.

MARCH 3: Revised designs sent to you for review

MARCH 6: Requested final and minimal changes due to The Local ad team.

DESIGN FILE ADD-ON

Does your low resolution logo need a cleanup? Or, do you want a copy of your new ad to use in the future for other publications? Then this \$100 add-on is for you. We will provide you with a layered design file and your cleaned up logo (if needed) on a thumb drive after The Local issue launches.

FINE PRINT

The Local-Helena Advertising Director, Anna Strange, will help coordinate between advertisers and The Local graphic designer. 100% of the ad cost is required up front or by February 1, 2019. Ad design 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 February 1, 2019. Once these items have been received, the designer can begin work. Design includes two minor revisions. If additional revisions are required (more than two), it is up to The Local-Helena Advertising Director to notify the business owner or representative, and work together to create a reasonable solution and compensation. Any additional, out-of-pocket costs associated with this contract would be billed separately from the flat-rate ad fee, and would require pre-approval from business name before those costs could be incurred.

The Local-Helena thrives on professionalism and providing a successful experience for our clients. We are truly excited for the opportunity to work with you.