

# REAL ESTATE

2020 RATE CARD



AD SIZES	1 YEAR Contract	6 MONTH Contract	3 MONTH Contract	Open Rate
FULL PAGE 9.75”w x 15.417”h	\$200	\$210	\$215	\$200
HALF PAGE 9.75”w x 7.667”h	\$105	\$115	\$120	\$105
QUARTER PAGE 4.818”w x 7.667”h	\$55	\$60	\$65	\$55

*Ad rates subject to revision.*

## MONTHLY SCHEDULE

- Monday ..... Space Reservations
- Tuesday ..... Materials due by 5:00pm
- Wednesday ..... Final Proof
- Thursday ..... Paper To Press at 5:00pm
- Friday ..... Paper in Racks

## SPECIFIC PAGE PLACEMENT

- Additional \$50.00

## RACK LOCATIONS & SOCIAL MEDIA

- Over 180 rack locations
- Distributed from Big Timber to Townsend including Livingston and Big Sky
- Posted to ISSUU with links to your property, email and website.  
<https://issuu.com/rimadvertising>
- Virtual Paper posted to our Website
- Posted to the Montana Commercial Facebook page and shared.  
[www.facebook.com/MontanaCommercialRealEstate/](http://www.facebook.com/MontanaCommercialRealEstate/)

## FRONT COVER

TOP COVER:  
9.75”w x 5”h  
\$150.00

BOTTOM COVER:  
9.75”w x 5”h  
\$125.00

COVER BANNER:  
9.75”w x 2.5”h  
\$50.00

RESERVED IN ADVANCE  
Call for availability.

## BHHS & KW ADS

- Sold by per square
- \$15 per listing

### FOR AD RESERVATIONS

Don Kuntz • 406-656-0608 • [rim@montana.net](mailto:rim@montana.net)

SEND AD MATERIALS TO BOTH:

[rim@montana.net](mailto:rim@montana.net)  
DON KUNTZ

[bozemanweekly@montana.net](mailto:bozemanweekly@montana.net) -  
COPYWRITER

## ~ CAMERA READY AD SPECS ~

**FILE TYPE:** PDF or TIFF at 300 dpi

**COLOR:** CMYK Preferred

**SIZE:** Created ad to the exact size you are running. no bleeds or cropmarks please.

**BLEEDS:** No bleeds or cropmarks.

**OVERPRINT:** Turn off all overprint. It should not show up on any vector art or pdfs you send.

**BLACKS:** Make your blacks 100% Black (K) ONLY.

**CMYK: C:0% - M:0% - Y:0% - K:100%**

- Make sure your black is 100%K, not a CMYK mix, “automatic”, “rich black” or “registration”.
- Newsprint is very thin and dries by adsorption which can cause bleeding and spreading ink.
- \*The more layers of ink you have, the more bleeding that will occur. With CMYK printing, each letter is a color plate and the more plates you have printing, make it harder to register. This means that any text that has four color plates printing it, then it will be fuzzy. So, keep all text to one color for a crisper print. Blacks that are not 100%K will print on all CMYK plates and have a greater chance of misregistration and end up looking fuzzy, shadowed and hard to read. Misregistration can occur when successive passes of a printed sheet through a press do not print an image in the spot they were intended to, typically a problem in multi-color printing. Misregister can also occur due to changes in a paper's dimensions, either from moisture gain or loss, or from mechanical stretching.

### **FONTS:**

- All fonts need to be no smaller than 8pt with 9pt leading.
- 8pt with automatic leading with 100% Vertical and Horizontal scale is preferred.
- For the best print outcome, please keep copy text black on a white or light background.
- Note: While a white font on a black background looks good on screen it has a 90% chance of not printing well because of the bleeding on newsprint. *See above.\**
- If you choose to print a white or light font on a black or dark background, then the font must be at least a 10pt BOLD sanserif type font with 11pt leading. Anything smaller will bleed and fill in and it will be hard to read.
- Note: Serif fonts tend to not print as clear as a sanserif font because they tend to be thinner with wispy ends. Example of Sanserif fonts that print well: Arial, Helvetica, Futura.

**PHOTOS:** 300 dpi - 3”x3” min. We prefer a jpg or tif file, if possible.

- Note that we prefer to crop the photos ourselves, if you would like us to crop it a specific way, please request it and we will be happy to do it.
- When taking photos, it is helpful to have some of the area around the property so we can move it around on the page and depending on if it is a horizontal or vertical ad. If you crop it the photo right to edge, it limits the artist what we can do with it. More is better and we can crop it so it stands out the way it needs to.
- When sending photos of realtors, please send a clear photo of the whole person. We prefer headshots that do not have the head cut off.
- Also, if you want text on your photo, we prefer to place the text our self because we can make it large enough to print well and we can make the photo fit a certain size. When you place text on the photo or crop it, you limit what we can do with it.
- When placing photos in Camera Ready ads, place them at 300 dpi so that they print clearer.

**LOGOS:** 300 dpi - 3”x3” min.

We prefer an Illustrator file, if possible. Vector files always are preferred if possible.

### **FILE TYPES ACCEPTED:**

- .jpg, .pdf, .tif, .eps, .ai, .psd
- InDesign with everything packaged: Fonts, graphics, links, etc.
- Word documents or Excel are okay but not preferred.
- *We DO NOT accept publisher files.*

## ~ AD SIZES ~

- **WEEKLY REAL ESTATE PORTFOLIO** – no bleed (WEEKLY PAPER)
- **BOZEMAN REAL ESTATE PAPER** – no bleed (MONTHLY PAPER)
- **CAPITAL REAL ESTATE CONNECTION** – no bleed (MONTHLY PAPER)

*Size measurements are width by height.*

FULL PAGE: 9.75"x15.417"  
HALF PAGE: 9.75"x7.667"  
¼ PAGE V: 4.818"x7.667"  
¼ PAGE H: 9.75"x3.792"  
COVER: 9.75"x5"  
COVER FEATURE: 4.818"x2.5"  
COVER BANNER: Portfolio: 7"x2.25"  
Bozeman: 9.75"x2.5"  
Capital: 9.75"x2.78"

SPECIAL SECTIONS: *Depends so ask.*

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### **MONTANA FARMS & RANCHES** – no bleed (TWO MONTH PAPER)

*Size measurements are width by height.*

FULL PAGE: 9.75"x15.417"  
HALF PAGE: 9.75"x7.667"  
¼ PAGE V: 4.818"x7.667"  
¼ PAGE H: 9.75"x3.792"  
COVER: 9.75"x6.5"

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### **MONTANA COMMERCIAL PAPERS** – no bleed (TWO MONTH PAPER)

*Size measurements are width by height.*

FULL PAGE: 9.75"x15.417"  
HALF PAGE: 9.75"x7.667"  
¼ PAGE V: 4.818"x7.667"  
¼ PAGE H: 9.75"x3.792"  
CENTRAL TOP COVER: 9.75"x5.62"  
CENTRAL COVER BANNER: 9.75"x3.05"  
WESTERN COVER: 9.75"x5.9"

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### **RED LODGE REAL ESTATE MAGAZINE** (RUNS 4 TIMES A YEAR)

*Size measurements are width by height.*

FULL PAGE: 8"x10.31" no bleed  
COVER: 8.5"x11"  
.125 bleed & .25 Margins

*We accept only Full Pages for Red Lodge.*

**QUESTIONS???** Contact us directly:  
**Rim Advertising • 406-656-0608**  
[Rim2@montana.net](mailto:Rim2@montana.net)