

MONTANA Naturalist

Ad Sizes & Rates*

multiple ads are for consecutive issues

Full Page

7.75" x 10" live area
8.375" x 10.875" trim
8.625" x 11.125" bleed

One time \$1295/issue
Three times \$995/issue

Back Cover

3.75" x 6.625"

One time \$595/issue
Three times \$550/issue

1/3 page vertical or square

One time \$495/issue
Three times \$425/issue

1/3 page vertical

2.375" x 10"

1/3 page square

5" x 5"

1/6 page vertical or horizontal

One time \$295/issue
Three times \$265/issue

1/6 page vertical

2.375" x 5"

1/6 page horizontal

2.375" x 5"

1/2 page horizontal

7.725" x 5"

One time \$650/issue
Three times \$540/issue

1/12 page square

2.375" x 2.375"

One time \$195/issue
Three times \$150/issue

1/12 page square

MONTANA Naturalist

Who We Are

The Montana Natural History Center is a 15-year-old, non-profit, educational organization in Missoula, dedicated to promoting and cultivating the appreciation, understanding and stewardship of nature through community and school-based programs, interpretive exhibits and other activities.

Our new publication, *Montana Naturalist*, is a free, 20-page, full-color magazine that is published three times per year on April 15, August 15 and December 1.

We created *Montana Naturalist* as a way to inform readers – Montana residents and visitors alike – about our region's natural history and to deepen their appreciation for the special place we live. Each issue contains articles about Montana's unique natural heritage and the interconnections among plants and animals that live here, the physical landscape and our cultural history.

The magazine also promotes Montana Natural History Center programs, features profiles on interesting people and places, contains activities and information for children and families, highlights partnerships with other agencies and organizations, and offers a page for artists and/or writers to publish their creative work.

Montana Naturalist is mailed to 4,000 MNHC members, donors and interested parties. Another 6,000 copies are distributed throughout Missoula and surrounding communities in western Montana through businesses, community centers and libraries. We estimate our total readership at approximately 20,000 – 25,000, based on people sharing copies within households or among associates.

In addition, several hundred copies are mailed to visitor centers at national parks, national forests and wildlife refuges across the state. As the magazine matures, we intend to increase its size and distribution, particularly in eastern Montana.



Montana Natural History Center
Your Base Camp for Discovery.

120 Hickory St., Missoula, MT 59801 (406) 327-0405

Ad Specifications

Contact our advertising representative, Lowell Hanson, at (406) 728-3951 for more information or for ad space reservation.

***MNHC Business Members receive a 10% discount on ad rates.**

Technical Information

Ads should be provided on CD or emailed as high-resolution Adobe PDF files to:

caroline@thenaturecenter.org.
Send CDs to Caroline Kurtz,
Montana Natural History Center,
120 Hickory St., Missoula, MT,
59801.

Quark files preferred (mac format).
All related fonts, graphic and image files should be included.
Image files should be supplied at 300 dpi resolution and at the actual size used in the ad. B/W line art or bitmap images should be scanned at 800 dpi.

Please supply a proof with your ad.
All ads are full color.

For answers to technical questions regarding ad reproduction, please contact Eileen Chontos/Chontos Design at chontos@montana.com.