



Montana Natural History Center

Effective 2020

MONTANA Naturalist

TO PROMOTE AND CULTIVATE THE APPRECIATION, UNDERSTANDING AND STEWARDSHIP OF NATURE THROUGH EDUCATION

**Support natural history
education in western Montana!**

ADVERTISING RATE CARD

inside each issue

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Who We Are

The **Montana Natural History Center** has been a leader in natural history education in western Montana since 1991. Our mission is to promote and cultivate the appreciation, understanding, and stewardship of nature through education.

Montana Naturalist is a full-color, 28-page, **educational magazine** published twice a year and distributed free to members, school groups, and the community at large. 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. Along with a calendar of events and MNHC news, the magazine contains **feature articles** about the plants and animals of Montana, their ecology, habitats, and conservation issues. There are also short articles about **Montana people and organizations engaged in nature education/conservation**, space for photography and creative writing, and a **Get Outside Guide** aimed at younger readers and families.



120 Hickory St.,
Missoula, MT 59801
406.327.0405
MontanaNaturalist.org



Advertising in **Montana Naturalist** is a great way to support the Montana Natural History Center and its educational mission. Advertisers also receive recognition in our visitor center and a link on our website.

Circulation:

8,000 copies each issue (16,000 copies a year).
 Mailed and bulk delivery, with restocking within first month.
Estimated readership: 16,000-20,000 per issue based on multiple readers in households and public locations.

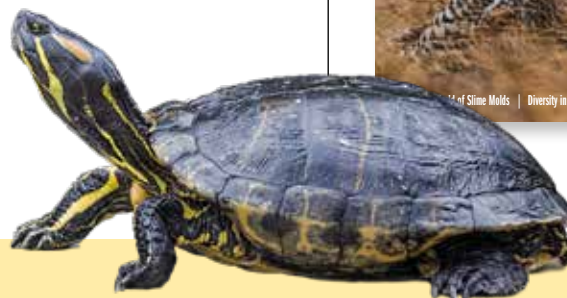
Deadlines:

Issue	Deadline	Publication Date
Spring/Summer	February 15	March 21
Fall/Winter	August 15	September 21

Ad Rates:

Ad size	1x	2x
Back Cover	\$545	\$515
1/2	\$495	\$465
1/3	\$395	\$365
1/6	\$295	\$265
1/12	\$195	\$165

multiple ads are for consecutive issues




submittal guidelines



Ad Sizes

1/3 page square 5" x 5"	1/6 page vertical 2.375" x 5"		
1/2 page 7.725" x 5"	1/12 page square 2.375" x 2.375"	1/3 page vertical 2.375" x 10"	
	1/6 page horizontal 2.375" x 5"		Back Cover 3.75" x 6.625"



Ad Specifications

Ads should be emailed as high-resolution (press-quality) Adobe PDF files to: chontos@montana.com. All ads print as 4-color process and should be saved as cmyk. No spot colors or RGB color please. All images should be saved at 300dpi at 100 percent.

Please contact the Montana Natural History Center at 406.327.0405 or adejong@MontanaNaturalist.org for more information or to reserve space.



Montana Natural History Center
Connecting People with Nature
MontanaNaturalist.org