

# LIVELY TIMES

Montana's Arts & Entertainment Monthly since 1993

33651 Eagle Pass Trail, Charlo, Montana 59824

Phone (406) 644-2910 • FAX (406) 644-2911 • E-mail: [writeus@livelytimes.com](mailto:writeus@livelytimes.com) • [livelytimes.com](http://livelytimes.com)

**Circulation:** 20,000 copies available free every month at more than 800 locations in Billings, Bozeman, Butte, Helena, Great Falls, the Flathead Valley and Missoula. Available on newsstands before the first of each month.



**Deadline:** The 12th of each month for calendar submissions; the 15th for advertising.

**Working for you all month long:**  
Readers refer to *Lively Times* throughout the month ... which means your ad doesn't get tossed out with yesterday's news!

## Ad Rates (PRICE PER INSERTION)

Rates effective through December 31, 2017

Payment is due at time of ad order • We accept Visa, MasterCard, Discover and American Express

|                 | Black & White    | With Color (Additional \$99) |
|-----------------|------------------|------------------------------|
| Full page ..... | \$1,185.00 ..... | \$1,284.00                   |
| 3/4 page .....  | \$930.00 .....   | \$1029.00                    |
| 1/2 page .....  | \$670.00 .....   | \$769.00                     |
| 3/8 page .....  | \$555.00 .....   | \$654.00                     |
| 1/4 page .....  | \$395.00 .....   | \$494.00                     |
| 3/16 page ..... | \$310.00 .....   | \$409.00                     |
| 1/8 page .....  | \$240.00 .....   | \$339.00                     |
| 1/16 page ..... | \$135.00 .....   | \$234.00                     |

One-year contracts available (our best rate!)

### Other Options:

**Business Directory (1/32 page)** – \$66.00 per month

**Classified Display** – \$19.00 per column inch, three-inch minimum

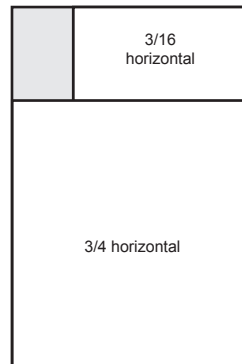
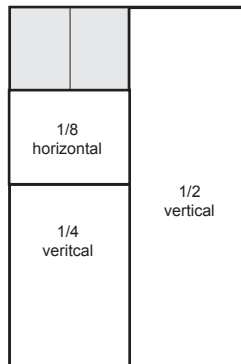
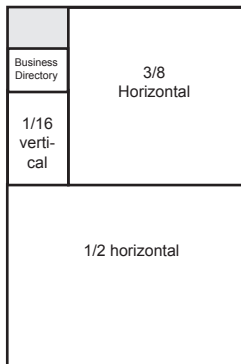
**Musicians & Entertainers Directory** – \$65.00/six months, \$115.00/year

**Web Ads** – see p.3

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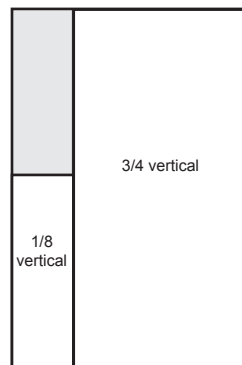
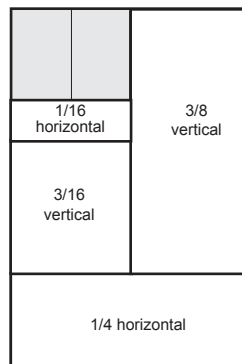
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## Ad Sizes

- Business Directory \_\_\_\_\_ 2-3/8" by 1-7/8"
- 1/16 page (vertical) \_\_\_\_\_ 2-3/8" by 3-7/8"
- 1/16 page (horizontal) \_\_\_\_\_ 5" by 1-7/8"
- 1/8 page (vertical) \_\_\_\_\_ 2-3/8" by 7-7/8"
- 1/8 page (horizontal) \_\_\_\_\_ 5" by 3-7/8"
- 3/16 page (vertical) \_\_\_\_\_ 5" by 5-7/8"
- 3/16 page (horizontal) \_\_\_\_\_ 7-1/2" by 3-7/8"
- 1/4 page (vertical) \_\_\_\_\_ 5" by 7-7/8"
- 1/4 page (horizontal) \_\_\_\_\_ 10-1/8" by 3-7/8"
- 3/8 page (vertical) \_\_\_\_\_ 5" by 11-7/8"
- 3/8 page (horizontal) \_\_\_\_\_ 7-1/2" by 7-7/8"
- 1/2 page (vertical) \_\_\_\_\_ 5" by 15-9/16"
- 1/2 page (horizontal) \_\_\_\_\_ 10-1/8" by 7-7/8"
- 3/4 page (vertical) \_\_\_\_\_ 7-1/2" by 15-9/16"
- 3/4 page (horizontal) \_\_\_\_\_ 10-1/8" by 11-7/8"
- Full page \_\_\_\_\_ 10-1/8" by 15-9/16"



### Proof procedure:

Available if requested by the 15th of the month.

The publisher is not responsible for any errors or omission to an ad once it has been approved by the client.

### Camera ready ads:

PDF (preferred), TIFF or JPEG format; all fonts should be embedded and images should be grayscale for black and white ads or CMYK for color ads. (Please note: black must be solid, not enriched.) Ads can be e-mailed to [writeus@livelytimes.com](mailto:writeus@livelytimes.com).

### Cancellations:

An ad cancelled after the 20th of the month will be billed at the normal rate.

### Photo resolution:

Photos submitted should be at least 200 dpi.

### Publisher's prerogative:

All contents of advertisements are subject to the publisher's approval. Positioning of advertising is at the discretion of the publisher, except where guaranteed position is covered by written commitment.

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Web Ad Specs for [livelytimes.com](http://livelytimes.com)

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## LEADER BOARD

728 x 90 pixels (approx 10-1/8" w x 1-1/4" h)

**\$125/month**

## HALF PAGE

300 x 600 pixels

(approx 4-1/8" w 8-1/3" h)

**\$200/month**

## MEDIUM RECTANGLE

300 x 250 pixels

(approx 4-1/8" w x 3-1/2" h)

**\$125/month**

## WEB AD REQUIREMENTS AT TIME OF SALE AND FAQS:

- **Payment (unless credit is established)**
- **Ads must be sent web-ready to fit our specs in a jpg/jpeg or gif file**
- **Animated and Flash ads are acceptable, but MUST fit our specs exactly (we cannot alter them)**
- **We can design simple ads (\$30 design fee)**