

Even the most famous *explorers* relied on a knowledgeable *guide.*

And you won't find a more knowledgeable guide than the **ULTIMATE** Travel Encyclopedia series...



**Now full color
and regional!**

Includes complete relocation information!

**Most Complete
Travel Guide!**

**Most Complete
Relocation Guide!**

**Widest Distribution
to Quality Prospects!**

**How Can It
Get Any Better?**

**Simply the
ULTIMATE
Vacation,
Travel and
Relocation
Guide**

We just couldn't leave well enough alone. We had the most complete vacation and travel guide—hands down. We wanted to add complete relocation information for each area, but couldn't do it without making the current book too large...and expensive.

Now we're breaking the book into regions and adding full color to every page. Plus we're adding relocation information that's as comprehensive as the travel information we already have.

Not only will they continue to be sold nationally, **our guides will be distributed free** through our advertisers, area chambers, and placed in hotel rooms throughout the area. With our print and CD-ROM editions, combined with a presence on our top-ranked web sites, we can put your business square in the path of hundreds of thousands of visitors and potential newcomers.

Add it up. No other media package can put you in front of more quality prospects, for such a minimal investment.

- **Print: 25,000 copies**
- **Interactive CD-ROM: 10-25,000 copies**
- **Websites: Hundreds of thousands of visitors annually**
- **Top Google rankings in top vacation and travel related keywords and phrases**
- **Comprehensive travel and relocation information**
- **Full color on every page**
- **Massive visibility including lodging rooms; free distribution through sponsors, chambers and visitor bureaus; through our websites and advertiser websites; sales on bookshelves and magazine racks**

According to the Montana Tourism Institute at the University of Montana, an average of **35% of travelers plan every minute of their trip prior to leaving home.** They leave no room for flexibility. **Another 35% plan most of their trip,** leaving only a small amount of flexibility. That means that almost 70% of travelers will not visit your business if it is not on their list of places to go. In other words, **if you're not reaching them before they leave home, your pool of potential business is the 30% that leave their journey to chance.**

The **Ultimate** guide books begin to help travelers plan six months to a year before they begin their trip. Our detailed maps help them plan their route while providing complete information on

where to sleep, eat, shop, and what there is to see and do while traveling. They learn the history of the area they'll travel through and find dozens of side attractions they would normally miss without the aid of our guide. And if they're exploring the area with the thought of relocating, we give them extensive relocation planning information.

While they're traveling, they keep the guides close at hand knowing that no matter where they are on the road, they will have extensive information on everything around them. No other guidebook, anywhere, offers the depth and completeness of information that is available in our guides. Whether camping, hiking, scenic driving, searching fishing sites, exploring history, or planning a move, our guides give them the information they need.

Content Page Display Advertising Rates

	Retail Rate	Cash Price (less 15%)
Full page	\$2,562	\$2,178
2/3 page	1,997	1,697
1/2 page	1,440	1,224
1/3 page	1,121	953
1/4 page	786	668
1/6 page	627	533
1/8 page	432	367
1/12 page	396	336

Premium Space

First 2 page spread	\$5,955	\$5,062
First full page	3,400	2,890
Front Section Full Page	3,238	2,753
Inside Front Cover	3,562	3,028
Inside Back Cover	3,400	2,890

Grouped Ads

Four-color ads are grouped on page with no content.

1/2 page	\$1,296	\$1,101
1/3 page	1,009	858
1/4 page	707	601
1/6 page	565	480
1/8 page	389	330

"Information Please" Category Listings

- Ad sizes 1/6-1/4 receive a free listing under 1 category in the "Information Please" listings.
- Ad sizes 1/3+ receive a free bold listing under 1 category in the "Information Please" listings.

Ad Production Rates

Ad set-up: 1/12 to 1/3 page: \$60
1/2 to full page: \$85

Scan photo, logo or artwork: \$25

Build map: \$55 (minimum)

Scan slide or transparency: \$65

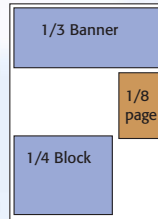
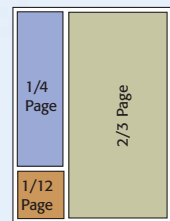
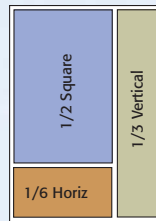
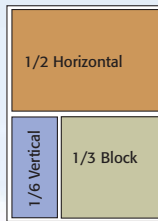
Changes to existing ad copy or listing information: \$90/hour (min. \$35)

Commissions

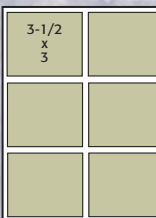
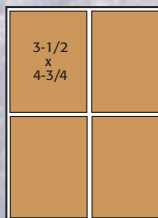
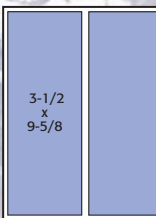
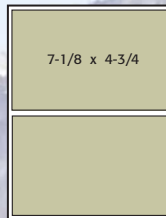
All rates are net. Ultimate Press does not pay commissions to agencies. Ads will be billed to agencies only if agencies accept full responsibility for payment.

Closing Date and Cancellations

The directory is divided into sections. Each section has a unique closing date which will be indicated on the agreement and strictly adhered to. No cancellations are allowed after the closing date.



	Width (inches)	x	Height (inches)
Full Page	7-1/8	x	9-5/8
2/3 Page	4-11/16	x	9-5/8
1/2 Page Horizontal	7-1/8	x	4-3/4
1/2 Page Square	4-11/16	x	7
1/3 Page Vertical	2-1/4	x	9-5/8
1/3 Page Square	4-11/16	x	4-3/4
1/4 Page Vertical	2-1/4	x	7
1/4 Page Block	4-11/16	x	3-3/8
1/6 Page Horizontal	4-11/16	x	2-5/16
1/6 Page Vertical	2-1/4	x	4-3/4
1/8 Page	2-1/4	x	3-3/8
1/12 Page	2-1/4	x	2-5/16



Ultimate Press

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301 Evergreen, Suite 201D

Bozeman, MT 59715

406-585-0237 • 406-586-6891 (fax)

sales@ultimatepress.com

www.ultimatemontana.com

www.ultimatewyoming.com

www.ultimateidaho.com

www.ultimategyellowstonepark.com

www.ultimateglacierpark.com

A 1-2-3 Knockout Punch

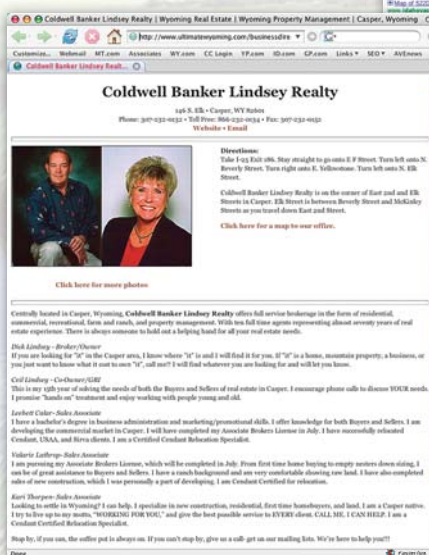
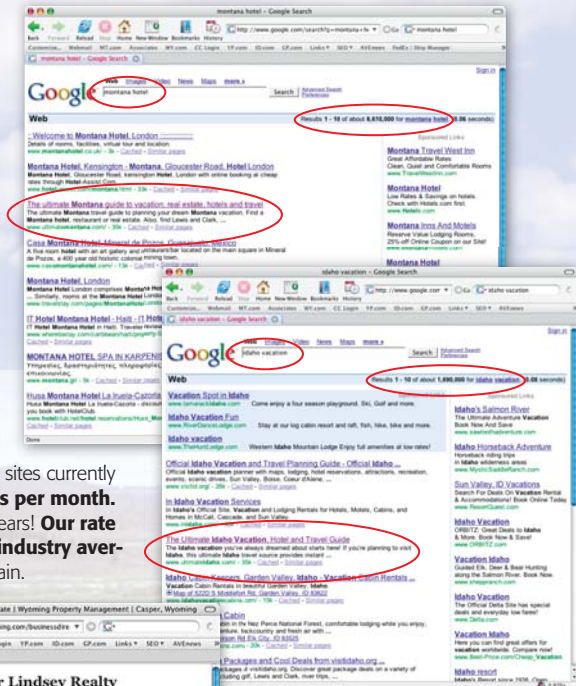
1. Print
2. CD-ROM
3. Internet

Your page on the **Ultimate Vacation, Travel and Relocation** information web sites gives you the prestige, credibility and exposure of being on the web sites of the top selling, most trusted guidebooks for Montana, Wyoming and Idaho. Our sites currently receive **over 1.2 million hits a year with over 150,000 visits per month**. And those numbers have doubled every year for the past four years! **Our rate of people who bookmark our sites is almost double the industry average.** Not only do people visit our sites, they return again and again.

On the **Ultimate** sites, you are part of a trusted community that travelers trust for their vacation and travel planning.

Your Customers Are Searching—We Help Them Find You According to the Montana Tourism Institute at the University of Montana, more than 45% of travelers use the internet to make travel plans or to plan a move. And that percentage is growing annually. **Our sites show up on page one of Google searches under hundreds of key search terms.** When you pair Montana, Wyoming, or Idaho with key terms such as "vacation," "travel," "travel guide," "hotel," "real estate," (the list goes on and on) we're right at the top of the results. Our customer business pages often come up in the top three search results when their name is searched. And the strength of our sites insure you higher rankings with your website.

Plus, extensive marketing supports our web sites. Mass-distributed CD-ROMs—which include a copy of our book and hundreds of screen saver photos—link back to our sites. The sites are promoted through state tourism guides. Each site links to our other sites. Email newsletters send readers directly to our sites for informative articles. And the **Ultimate** sites are registered and indexed with all major search engines and scores of minor search engines and directories. In addition, we have thousands of relevant specialty sites linking to us.



Business Page \$600

- Includes:
- Photo
 - All contact information
 - Link to website
 - Hotlink for email
 - Detailed directions
 - Up to 500 words of descriptive text

Each additional photo \$75
 Each additional link \$75
 Link to map \$75

For other web advertising opportunities, please speak with your sales representative.

Because our web sites come from the publishers of the ULTIMATE Travel Encyclopedia series, our sites have name recognition and consumer trust that similar sites simply can't match.