

# BILLINGS

## AND SURROUNDING AREAS!

# REAL ESTATE

### 2025 RATE SHEET



AD SIZES	RATE
FULL PAGE 9.75" x 15.417"	\$330
HALF PAGE 9.75" x 7.667"	\$165
QUARTER PAGE 4.818" x 7.667"	\$85

Prices subject to change without notice.

MONDAY  
TUESDAY  
WEDNESDAY

#### WEEKLY SCHEDULE

SPACE RESERVATIONS  
MATERIALS DUE BY 12:00 PM  
FINAL PROOF CHANGES  
DUE BY 12:00 PM  
OPEN HOUSES  
DUE BY 12:00 PM  
PAPER DELIVERED TO RACKS  
POSTED TO WEB, FACEBOOK,  
ISSUU, INSTAGRAM

THURSDAY  
FRIDAY

#### FRONT COVERS:

• TOP COVER: Only \$225.00

• Also goes on Cover of our online group Facebook page:  
[www.facebook.com/groups/MontanaForSale](http://www.facebook.com/groups/MontanaForSale)

• BOTTOM COVER: Only \$165.00

• BOTTOM BANNER AD: Only \$110.00

• Covers reserved weeks in advance. Call for availability.

#### SPECIFIC PAGE PLACEMENT

Additional \$60.00 per week

#### SPECIALISTS PAGE

• Business Card Ads:

- 1 BC: 3.16" x 2"
- 2 BC QTR: 3.16" x 4.4"
- 4 BC SQ: 6.41 in x 4.4"

• Full Color \$25.00 Week (3 month minimum)

#### LOTS & LAND

• \$15.00 per MLS property listing, per week. 250 Character limit.

#### NEW LISTINGS

#### RACK LOCATIONS

- Over 180 rack locations
- Distributed in the Billings and surrounding areas
- Over 8,000 papers printed weekly

SEND AD MATERIALS TO:  
[Rim2@montana.net](mailto:Rim2@montana.net)

WE GO TO PRESS BY  
5:00 PM WEDNESDAYS!

#### ON-LINE SOCIAL MEDIA

• **PAPER POSTED LIVE ON OUR WEBSITE**  
along with Open Houses, New Listings & Rack locations:

[www.billingsrealestate.org](http://www.billingsrealestate.org)

• **DIGITAL ONLINE PUBLICATION ON ISSUU.COM**  
<https://issuu.com/rimadvertising>

- All of your website addresses, online house tours, and emails are NOW LIVE so more access for your customers.
- You can view all of our Real Estate publications LIVE here.

• **ADS POSTED ON OUR FACEBOOK PAGE AND SHARED.**  
- Page where we post the weekly paper, Realtor info, etc.

[www.facebook.com/WeeklyRealEstatePortfolio](http://www.facebook.com/WeeklyRealEstatePortfolio)

• **ADS POSTED TO THE OUR FACEBOOK GROUP AND SHARED**  
- Page where we post our papers and ads for all publications here.  
- The Weekly Real Estate Portfolio Top Cover is the group cover each week.  
- This is where you can post your Residential Listings, Lots & Land, Commercial Properties, Farms & Ranches listings, New Construction, New Developments & Real Estate related Services!  
- For Sale Houses, Commercial, Ranches - Montana

[www.facebook.com/groups/MontanaForSale](http://www.facebook.com/groups/MontanaForSale)

• **ADS POSTED ON OUR INSTAGRAM PAGE:**  
[www.instagram.com/rimadvertisingmt](http://www.instagram.com/rimadvertisingmt)

• **INTERLINKED TO OUR OTHER REAL ESTATE WEBSITES:**

- |                              |  |
|------------------------------|--|
| WEEKLY REAL ESTATE PORTFOLIO | • <a href="http://www.billingsrealestate.org">www.billingsrealestate.org</a>                               |
| MONTANA COMMERCIAL R.E.      | • <a href="http://www.montanacommercialrealestate.com">www.montanacommercialrealestate.com</a>             |
| MONTANA FARMS & RANCHES      | • <a href="http://www.montanafarmsandranches.com">www.montanafarmsandranches.com</a>                       |
| BOZEMAN AREA REAL ESTATE     | • <a href="http://www.bozemanareaweeklyrealestate.com">www.bozemanareaweeklyrealestate.com</a>             |
| HELENA CAPITAL REAL ESTATE   | • <a href="http://www.capitalrealestateconnection.com">www.capitalrealestateconnection.com</a>             |
| RED LODGE REAL ESTATE GUIDE  | • <a href="http://www.billingsrealestate.org/Red_Lodge.html">www.billingsrealestate.org/Red_Lodge.html</a> |
| BILLINGS DIRECTORY           | • <a href="http://www.billings.org">www.billings.org</a>   |

#### OPEN HOUSES - FREE TO OUR REALTORS!

• **OPEN HOUSES ARE MAPPED ON GOOGLE MAPS™**  
[WWW.GOOGLE.COM/MAPS/D/EDIT?MID=1FSYH8PPE0SNMETZFEPKUTWKYJI&USP=SHARING](http://WWW.GOOGLE.COM/MAPS/D/EDIT?MID=1FSYH8PPE0SNMETZFEPKUTWKYJI&USP=SHARING)

- Open Houses are mapped on Google Maps™ with property info then the Google Map™ link is posted on our website and to our Facebook page and Facebook Group page.
- Open House Listings are printed in the center section the Weekly Portfolio each week. Please send by Wednesday to get it in the paper, after that they will be mapped but go online only.
- **FREE OPEN HOUSE Listings to Our REALTORS®**

• **PLEASE EMAIL RIM2@MONTANA.NET THE FOLLOWING INFORMATION:**  
- Address, Open House Day & Time, Property Description, Price, MLS#,  
- Realtor Name & Phone Number, & Realtor office name.



**Don Kuntz**

406-855-1746  
CELL

• 406-656-0608  
OFFICE

[RIM@MONTANA.NET](mailto:RIM@MONTANA.NET)



**WE ARE THE GO-TO IN REAL ESTATE**

## ~ 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”.
- *Note ANY PHOTOS PLACED IN THE AD, should be placed as CMYK and 300dpi for highest print quality. They should not be too dark because it will print darker, but not too light, they need a high contrast between lights and darks.*
- 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 ~

- **BILLINGS & SURROUNDING AREA REAL ESTATE PAPER** – 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: BRE-Billings: 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**