

# outsidebozeman.com

is fast becoming the go-to source for Bozeman-area outdoor enthusiasts.

**Locals** use the site to buy or sell gear, check out trail maps, and to find out about the latest *Outside Bozeman* contests (Suby Tales, Photo Contest, How Far Will You Go, etc.). **Visitors** search the issue archives for trip-planning information. **Second-home owners** peruse articles to learn more about southwest Montana's outdoor scene. And they all visit the comprehensive outdoor calendar for information about events happening in and around Bozeman for the entire year.

A full site re-design is underway, which will include additional functionality, new daily content, and a fresh look and feel. We expect site visits to increase significantly after the re-launch; sign up now and lock in our low existing rates. Call 406-582-8068 or email sales@outsidebozeman.com for more information.

Our eight-year magazine archive gives outsidebozeman.com unparalleled search engine results!

## Key Website Features

- Contests
- Issue Archives (CONTENT!)
- Outdoor Calendar
- Gear Swap
- Maps
- Ski Reports
- Fishing Reports
- Outdoor Clubs
- Forums
- Books & Music

Stats	Visits (per month)	Pageviews	Search Engine vs. Direct/Referral
Current Site	3,000	8,000	70% - 30%
Re-Launch (proj.)	15,000	30,000	55% - 45%

Rates	Monthly	PPC (Pay Per Click)	CPI (Cost Per Impression)
150x150 (square)	\$75	.02 (\$20 CPM)	.01 (\$10 CPM)
200x150 (horizontal)	\$100	.02 (\$20 CPM)	.01 (\$10 CPM)
150x200 (vertical)	\$100	.02 (\$20 CPM)	.01 (\$10 CPM)
150x600 (vertical)	\$125	.02 (\$20 CPM)	.01 (\$10 CPM)

\*All ads include hotlink

To advertise call 582-8068 or e-mail sales@outsidebozeman.com

The screenshot shows the homepage of *Outside Bozeman*, a Southwest Montana Outdoor Journal. The page features a large header image of a rainbow trout, the site title "Outside Bozeman", and a temperature of 16° Overcast. A navigation menu includes links for "ABOUT US", "THE MAGAZINE", "OUTDOOR REPORTS", "NEWSLETTER", "GEAR SWAP", "GIB STORE", and "CONTACT US". A sidebar on the left lists categories like "books & music", "clubhouse", "environmental", "calendar", "map room", "gramps", and "resources". The main content area includes a welcome message, a "Win Cool Stuff - Enter O/B Contests!" section with details about a car contest and a photo contest, and an "Important Update" regarding a website redesign. A "Winter Pet Safety" article is featured with a "Read More" link. Other sections include "Home Equity Builders", "Montana High Country", "GD Meyer Law Firm", "Connect Church", and "High Country Construction". A "Packs" section features a "Catch up with Gramps" graphic. The right sidebar contains a "SUBSCRIBE NOW" button, an "Outside Bozeman's SNOW COVERED CAR CONTEST" advertisement, and a "SCHNEE'S" advertisement. The footer includes a copyright notice for 2005-2009 and a list of site navigation links.

All things "outside Bozeman"

Contest Information

Top articles from the current issue