

recreation • lifestyle • art • business • history

# Signature MT

M A G A Z I N E

Summer 201

2018 Media Information  
Produced by Winston Publishing

**RUSTIC CHARM**  
Modern Architecture

**"KING" KONG COFFEE**  
Hollywood Meets  
the Electric City

**A REAL LIVE**  
"Rosie, the Riveter"

signaturemontana.com | \$4.95  
Canadian | \$5.95



{ [www.signaturemontana.com](http://www.signaturemontana.com) }



Become our fan on FACEBOOK  
for updates, promotions & photos

# SignatureMT

Capturing the diversity of lifestyles in our fascinating region.

*Show & Tell* | Text by Brent Whitehouse | Photography by Janet Smith



## The Perfect Polish of PIPE MAKER Mark Tinsky

**E**xperience an exhilaration as you witness the precision, craftsmanship, and attention to detail of a pipe maker. In this special section, we explore the art of pipe making with Mark Tinsky, a master craftsman who has spent decades perfecting his craft. From the selection of wood to the final finish, every step is a labor of love. Tinsky's pipes are not just functional; they are works of art that bring a sense of history and tradition to the modern home.

**December 10th** | **SignatureMT**

*Decadent Design* | Text by Heather Bode | Photography by Jan Voth



## Destiny Reclaimed

Building a Legacy Home with Heirloom Quality

**December 10th** | **SignatureMT**

*Back to Business* | Text by Diana McAfee | Photography by Sam Young

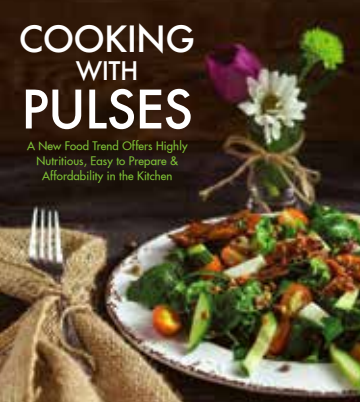


## Fair Pay Practices Open Up OPPORTUNITIES

The gender pay equity gap affects households, not just women. Family-friendly benefits and flexibility are just as important to millennials as higher salaries. In Montana's agricultural economy, at least one paycheck from a side gig balances out the risk of a bad crop year. Paycheck fairness is increasingly a gender-neutral proposition.

**December 10th** | **SignatureMT**

Recipes by Electric City Coffee | Photography by Jacqui Smith | *From the Kitchen*



## COOKING WITH PULSES

A New Food Trend Offers Highly Nutritious, Easy to Prepare & Affordable in the Kitchen

**December 10th** | **SignatureMT**

*Text by Kelly Wilson | Photography by Matt Williams*



## ALPACAS

THE CAMDS AND LLAMAS QUINCY RELATIVE

**December 10th** | **SignatureMT**

*Signature Style* | Text by Heather Bode | Photography by Janet Smith

Shot on location at Valley Farms, Helena, MT



## SPRING fashion

**December 10th** | **SignatureMT**

## in each issue

### A Decadent Design

Special section dedicated to profiling architects, builders and interior designers in our region, whose inspirational design in residential, commercial and institutional structures influence the Western aesthetic where we live. Our Decadent Design column offers great ideas for renovating existing buildings and homes or building new ones.

### B Show & Tell

A special column for connoisseurs of great art. In each issue, we take an engaging and intimate peek into the studios of some of the regions most established artists as well as those emerging onto the art scene. From painters to photographers to sculptors, these artists ignite a passion for art that inspires reverence and respect.

### C From the Kitchen

The true foodie will appreciate this special section. From homemade whiskey caramels to salt blocks and healthy cooking apps, this is the section to check out if you are looking for that "special" recipe!

### D Facts on Finance

Column Featuring areas of financial interest.

### E Back to Business

Column featuring different areas of business.

### F To Your Health

Column dedicated to featuring articles on important health issues and advances in the health industry.

### G Urban Affairs

Special section that showcases the people of our communities, their occupations and their style.

### H Signature Style

A special section that features the hottest fashion trends for that specific season. We focus on highlighting local stores and local models.

## features

### I Special Features

SignatureMT's content reveals the diversity of lifestyle that exists in the expanded region of central Montana. From the fine arts to the fine outdoors, our special features capture the stories of the landscapes, people, places and wildlife.

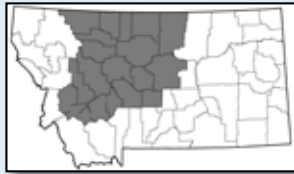
# SignatureMT

www.signaturemontana.com

## Coverage Area

SignatureMT provides a high quality platform for businesses to reach out to over 56,000 locals and visitors each year!

SignatureMT:



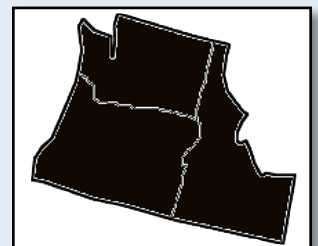
- features editorial from all over Central Montana
- is available in over 500 locations in a fourteen county distribution area
- is given to new residents in county welcome packets
- is mailed out to new and prospective home buyers by regional real estate firms
- is found in the finest hotels and resorts in Central Montana
- is included in hospital recruitment packages
- is available for subscription



### expanded distribution area

SignatureMT is distributed throughout Montana including; Kalispell, Columbia Falls, Billings, Missoula, Butte, Bozeman and Livingston!

And you can also find SignatureMT in parts of Washington, Idaho and Oregon!





# SignatureMT

*SignatureMT* is Central Montana's finest complimentary Resource Guide. From the backyard to the back roads, *SignatureMT*'s content is a reflection of the diversity of lifestyle in the Northern Rockies. Interesting editorial and stunning photography captivate our readers and place *SignatureMT* at the front of the crowd. From fine arts, dining, entertainment and business to fishing, hunting, skiing and other outdoor sports... our features tell the stories of our landscape, people and wildlife.

## spring issue 2018

Over half of our readers are art enthusiasts some planning to make an art purchase within the next year.

Ad Commitment: 2/12/18

Ad Material Due: 2/16/18

Available: April-June

## summer issue 2018

The warm days are inviting to our readers. They enjoy hiking and camping in the great outdoors.

Ad Commitment: 5/28/18

Ad Material Due: 6/4/18

Available: July-September

## autumn issue 2018

Our readers enjoy hunting and fishing the Northern Rockies, understanding the balance between harvest and conservation.

Ad Commitment: 8/13/18

Ad Material Due: 8/20/18

Available: October-December

## winter issue 2018

Whether it is downhill or cross-country skiing, the beauty of the region takes our readers on outdoor adventures.

Ad Commitment: 11/10/17

Ad Material Due: 11/17/17

Available: January-March

Please contact an account representative for more information on production schedules and file requirements. (406) 452-1177.

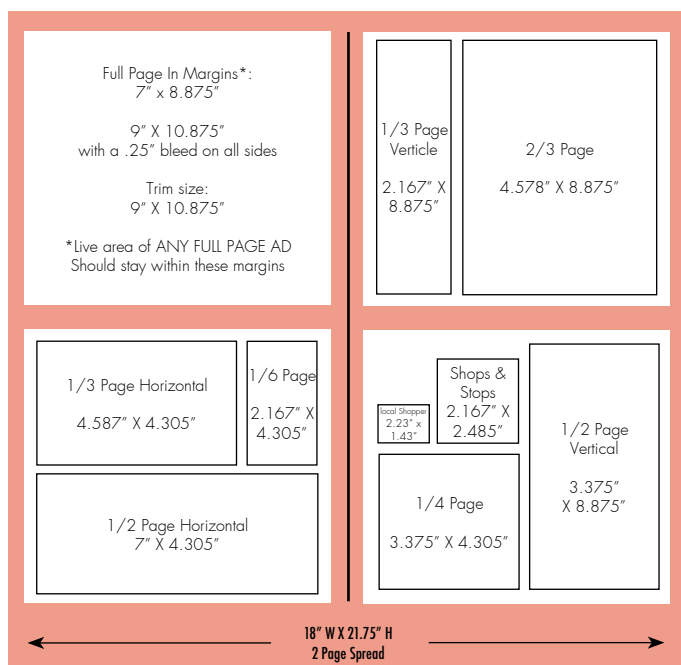
## 2017-2018 quarterly advertising rates—RATES ARE PER ISSUE!

All ads are in full color. **ALL RATES ARE NET.** All rates are U.S. funds—prices are subject to change without notice.

### AD SIZES

	4 quarters 1 total cost (per quarter)	3 quarters 1 total cost (per quarter)	2 quarters 1 total cost (per quarter)	1 quarter 1 total cost
One Full Page	\$1425	\$1500	\$1548	\$1690
Two Thirds Page	\$1206	\$1290	\$1350	\$1470
Half Page	\$985	\$1010	\$1090	\$1190
One Third Page	\$775	\$800	\$845	\$935
One Quarter Page	\$630	\$650	\$690	\$750
One Sixth Page	\$425	\$460	\$500	\$535
<b>PREMIUM PAGES</b>				
Back Cover	\$2150	\$2150	\$2150	\$2275
Inside Front Cover	\$1900	\$1900	\$1900	\$2020
Inside Back Cover	\$1850	\$1850	\$1850	\$1950
Pages Three to Ten	\$1800	\$1800	\$1800	\$1925
Two Page Spread	\$2500	\$2500	\$2500	\$2650
<b>SPECIAL SECTIONS</b>				
Shops & Stops	\$275	\$300	\$325	\$350
Local Shopper	\$99	\$99	\$99	\$99
Web Ad	\$300	\$300	\$300	\$300

### ADVERTISING SIZES (\*MONTHLY PAYMENT PLANS AVAILABLE)



### SIGNATURE MT MEDIA PACKAGES:

When you purchase the following size ads you will receive added value bonuses:



**SHOP LOCAL AD:** magazine ad

**SHOPS /STOPS:** magazine ad

**1/6 PAGE AD:** magazine ad

**1/4 PAGE AD OR LARGER:** magazine ad + web ad

Send Ad material & payments to: Winston Publishing

Winston Publishing accepts  

## mechanical data

Magazine trim size is 9" X 11"

Bleed size is 9.5" X 11.375"

All ads must be submitted digitally as high resolution PDF files.

- 300 dpi
- CMYK, NO Pantone colors
- All fonts embedded or outlined
- All placed graphics embedded

Files may be emailed to:

info@winston-publishing.com or submitted on CDs, or USB jumpdrives.

Preferred files: press quality PDF. Any non-PDF files must be MAC based QuarkXpress or Adobe InDesign and include all fonts and support files. Other file formats (including Pagemaker, Freehand, Word, Publisher, Corel, etc.) are not acceptable.

All files must include a color (color ads only) or black & white proof.

RESOLUTION MUST BE 300 DPI OR HIGHER FOR ALL FILES

### If you need help:

Design and production services are available upon request. Supply us with the text and images we will use to build your ad along with suggested layout. Materials must be received prior to ad closing date. Creative designed by Winston Publishing is the sole property of the publisher and may not be used in any other venue without prior consent/arrangement from Winston Publishing.

Ads/ad materials can be emailed to:

info@winston-publishing.com

Mail Information or disks to head office:

Winston Publishing  
P.O. Box 1707  
Great Falls, MT 59403

## 2018 rate provisions

1. All orders are subject to acceptance by Winston Publishing (WP) at its headquarters in Great Falls, MT.
2. No conditions other than those set forth in this rate card shall be binding upon WP unless specifically agreed to by WP in writing.
3. Positioning of advertisements is at the sole discretion of WP except where a specific position has been agreed to by WP in writing.
4. Cancellations or changes in advertising by the advertiser or its agency may not be made 30 days prior to the publication going to print. WP is under no obligation to revise advertising materials not received by the WP production department by the closing date and such advertisements may not be subject to approval by the advertiser or its agency.
5. WP assumes no liability for any errors or omissions in key numbers appearing in advertisement.
6. WP is not liable for any delays in the production or delivery of the publication or product due to any conditions beyond WP's control.
7. In consideration of WP's publishing advertising (or distributing a CD-ROM or other product) for the advertiser, the advertiser and its agency, if any, agree to indemnify and defend WP against any and all claims, losses, liabilities, damages and expenses (including reasonable attorney's fees) arising out of WP's copying, printing, publishing or distributing such advertising (or CD-ROM or other product) and/or arising from third parties; use of the advertiser's products or services.
8. In no event shall WP be liable for any indirect, consequential, incidental or special damages arising from the publication or distribution of any materials hereunder, nor shall its liability for any act, error or omission, whether or not due to its negligence, exceed the price paid to WP for the publication or distribution of such materials.
9. WP reserves the right to hold the advertiser and its agency jointly and severally liable for all monies that are due and payable to WP.
10. Advertising in WP's printed products is subject to the terms of the applicable insertion order.
11. Until credit is established, all customer orders must be accompanied with 50% payment. Payment in full prior to print date.
12. WP will insert a previously run ad if a contracted advertiser does not submit a new ad by the advertising deadline.
13. Placement Positioning: WP will make every effort to comply with placement request, but will not guarantee placement location if it conflicts with the editorial integrity of the magazine.
14. Balances past due will be assessed a 1.5% monthly fee (not to exceed 18% per year). Balances more than 120 days past due will be turned over for collection and the debtor will be liable for all costs accrued by the collection process. Advertisers who have taken over 90 days to pay for an ad must prepay all future ads.
15. NO CANCELLATIONS WILL BE ACCEPTED 30 DAYS PRIOR TO PRINT. CANCELLATIONS MUST BE RECEIVED IN WRITING ON OR BEFORE DEADLINE.
16. No allowance made for errors in key or reader response numbers. All agreements are subject to strikes, accidents, fires, acts of God or other contingencies beyond the publisher's control. Publisher will not be bound by conditions appearing on order blanks or copy instructions which conflict with provision of this rate.
17. All verbal instructions regarding contracts or insertions must be confirmed in writing.
18. Advertiser agrees to indemnify, defend and hold harmless the publisher from any claims or actions based on or arising out of any matter of any kind contained in such advertising, or the unauthorized use of any person's name or photograph or any sketch, map, words, labels, trademarks or copyrighted matter, or libelous statements, in connection with advertising purchased according to the terms of this rate card.
19. Copy Acceptance: The publisher reserves the right to accept or reject all advertising copy which, at its discretion, is deemed objectionable, misleading, not in the best interest of the reader, or copy attacking other advertisers directly or indirectly.
20. Advertising Responsibility: The purchaser of advertising space assumes all responsibility for the entire content of any advertisement printed for him or her in Signature Montana and assumes responsibility for any claims or costs of litigating claims arising therefrom against themselves or the publisher.
21. Overruns: Call for quotation.
22. Mailing Instructions: Send ad materials to: Winston Publishing  
P.O. Box 1707  
Great Falls, MT 59403

## Truth in Advertising

### How can a business know if they're advertising with a legitimate company?

Recently I have been in contact with a publisher who is concerned about what businesses are being told when they purchase advertising. His concern is companies that are struggling to keep the doors open are making a last ditch effort to save their business only to be taken advantage of by fly-by-night companies or ad reps trying to make a sale. His clients are telling him that other media outlets are misrepresenting the numbers they publish and or where the publications are distributed. How can a legitimate business compete with this? It is not much different than how the BBB was started 99 years ago. The CEO of Coca Cola was tired of all the snake oil promises his competitors were touting and so he began a truth in advertising federation that became the BBB.

Times have been tough the last couple of years and companies need to make sure the advertising they are buying is based on truthful claims. Below are some questions for business to ask to arm themselves against bloated claims. Legitimate advertisers and publishers will welcome questions; just like any industry, a few bad ones bring all the good ones down as well.

- How many copies do you print (i.e what is your circulation)? Will you show me proof of the circulation and distribution? This may be the most important question of all. Every reputable publisher will have copies of previous print bills on hand and be willing to share them if asked. Likewise, every publisher should have documents outlining exactly where publications are distributed. It is imperative that a business verifies how many copies are being printed and also the distribution. After all, that is what you are paying for. I had a call from a business that said the publication numbers were not what he promised in one instance.

- Where and how are the publications distributed? Every publisher should have where the publication is available including the physical locations where they are sold and if there is in-house delivery. It's never a bad idea to get the business name out, but a plumber probably does not want to advertise in a publication distributed to vacationers.

- What is my guarantee – what if this advertising doesn't work? Or what if they publication doesn't come out in the timeframe it was promised? It would be great if the floodgates opened after a business ran an ad. Unfortunately, it rarely works that way. However, a legitimate publisher/advertiser should work with a business to keep them involved in the ad design process and help make an effective ad. They should show

the business that they're in it together.

- Who reads the publication? What is the demographic, how is it quantified and when was the survey conducted that revealed those results? Surveys that were done years ago or from a very small sampling are not going to give an accurate picture of the current demographic.

- Will you create my ad and is there a fee to create it? A business should go thru a contract with a fine toothed comb and ask questions. We get many complaints against companies from consumers who failed to read the fine print. Businesses are encouraged to do the same – they are, after all, consumers as well. Also make sure the contract has a street date. A summer fishing guide doesn't want to spend a lot of money on an ad that doesn't come out until winter.

- How do you market your publication? A business will want to make sure the publisher is actively marketing the publication and not just putting it in a rack somewhere hoping it gets picked up by the demographic they say reads it. A business should also ask itself, 'is this a publication I would read?' If the answer is no, it's probably not where they should be spending their advertising dollars.

- What are the payment terms? Advertising that needs to be paid in full and up front should raise a red flag, especially if they're from a company the business has never heard of. The BBB processes hundreds of complaints against publishers that waltz into town claiming to work with local chambers or schools. They are notorious for selling ads, getting the payment up front, and then riding off in the sunset, never to be seen again. Check with the BBB at [www.bbb.org](http://www.bbb.org) to make sure the company is legitimate before paying for any advertising.

It is critical to the success of a business to verify it is getting what it paid for, otherwise advertising may be bought that no one is seeing—the response rate is predictable. And one cannot survive by throwing money down the drain by advertising with fly-by-night companies or publishers that don't live up to their promises. A little homework on the front end will help ensure a positive experience on the back end.

If you have been burned by a company promising things they didn't deliver, file a complaint with the BBB at [www.bbb.org](http://www.bbb.org).



**By Coleen Smith,  
Director of  
Accredited  
Business Programs,  
Better Business  
Bureau as first  
appeared in  
Western Business  
March 2011.**

May 19, 2017

To Whom it May Concern:

This letter is to certify that Publication Printers Corp. produces 13,000 copies each quarter of the magazine titled "Signature Montana", for the company MacMax Inc., dba Winston Publishing.

If you have any questions, please feel free to contact me @ 303-936-0303 or via e-mail [Jacob.garelik@publicationprinters.com](mailto:Jacob.garelik@publicationprinters.com)

Thank you!

Sincerely,



Jacob Garelik  
Sales Representative  
Publication Printers Corp.