

SKYLINE

LINK TO THE PEAK!



45 DEGREES NORTH
STRATEGIC COMMUNICATIONS

2011-2012

MEDIA KIT

GET SOME ALTITUDE

SKYLINE ROUTE & SERVICE FACTS

LET MOBILE ADVERTISING
DRIVE BUSINESS TO YOU!



Skyline is a year-round transportation service, operating five to seven days a week depending on the season. Peak season is from early December through April, and the off-peak/summer season is May through November. Several distinct Skyline routes run throughout Big Sky with a link to Bozeman. Skyline has increased travel opportunities for the Big Sky and Bozeman communities since 2006.

SKYLINE HISTORY

The Big Sky Transportation District, established in 1991, ran a transit system known as Snow Express, that operated during the winter season, serving skiers and other winter visitors to Big Sky. Expanding service throughout Gallatin Canyon, the Link service covers several areas in Bozeman such as MSU, the Gallatin Valley Mall, Walmart, Four Corners, and Gallatin Gateway. In October 2006, the District received funding to operate Skyline, and they commenced service December 1, 2006, with the slogan "Link to the Peak!"

SKYLINE RIDERSHIP

In the first year of service the total winter ridership hit record highs of 93,337 locally and 15,284 for the Link Express. This number is nearly double that of the previous Snow Express transit service. Growth continued and the second year of service saw an increase of nearly 40,000 rides. Ridership has continued to grow, with ridership numbers reaching over 160,000 rides in a season.

SKYLINE FUNDING

Skyline is partially funded by the Big Sky Resort Area District, Montana Department of Transportation, Madison County, Big Sky Resort and Moonlight Basin, The Yellowstone Club, and the Big Sky Owners Association.

AUDIENCE & DEMOGRAPHICS

- Visibility for around 120,000 - 160,000 riders a year
- Daily vehicle viewership in the thousands
Averaging 5,335 cars a day through Meadow Village (2007 MDT ATR Profile)
- 300,000 tourists, peak and off-peak
- Employees: Ski Resorts, Meadow Village, Town Center
- Seasonal & permanent residents
- MSU students

BENEFITS TO THE COMMUNITY

- Free local service
- Bike racks/Ski racks
- Convenience and ease of use for riders
- Environmentally friendly:
Reduces traffic congestion and vehicle emissions
- Decreases parking limitations

ADVERTISING BENEFITS

- High profile exposure near point-of-purchase locations
- High frequency for repeat viewing
- Target thousands of local consumers including
Resort employees, permanent residents, MSU Students and 300,000 seasonal tourists.

AD CAMPAIGN INFORMATION

SKYLINE'S BIG SKY SERVICE • INTERIOR & EXTERIOR ADVERTISING OPTIONS



Not all ad space options shown. Picture represents a sample of placement options only, not a specific location.

LOCATIONS/STOPS

- Town Center
- Meadow Village Center
- Hidden Village - Pines
- Lone Mountain Ranch
- Skycrest - Alpenglow
- Mountain Village Center
- Moonlight Lodge
- Hill Condos - Black Bear
- Lake Condos
- Westfork - Aspen Condos
- Big Horn Condos
- Whitewater Inn
- Corral - Rainbow Ranch
- Half Moon Saloon
- Ramshorn
- Buck's T-4
- Conoco
- Firelight
- Cedar Creek - Powder Ridge
- Ophir School - Jake's Horses
- Golden Eagle Lodge
- Curley Bear - Two Moons
- Spanish Peaks Condos

*stops may change at any time

INTERIOR - 8" x 18" COLOR DISPLAY AD ON HIGH QUALITY FLEX MATERIAL

SPACES	MONTHLY COST	3 MOS.	6 MOS.	9 MOS.	12 MOS.
21	\$200 ea.	\$600	\$1,200	\$1,800	\$2,400

*Interior ad contracts are 3 months minimum.

** Please see Ad Creation & Production page for production cost.

EXTERIOR - FULL BUS WRAP

SPACES	MONTHLY COST	12 MONTHS
3 BUSES	\$1,000 ea.	\$12,000 ea.

Wraps may be split or shared between businesses so get together with your neighbors to sponsor a bus and bring business to your doorstep!

*Exterior wrap contracts are 12 months minimum

** Please see Ad Creation & Production page for production cost.

EXTERIOR - SIDE/BACK RUNNER

SPACES	MONTHLY COST	12 MONTHS
9	\$350 ea.	\$4,200 ea.

*Exterior wrap contracts are 12 months minimum

** Please see Ad Creation & Production page for production cost.

COST OF INTERIOR VIEWERSHIP

BUS RIDES*	ANNUAL \$	\$ PER VIEW**
43,350	\$2,400 per ad	\$.05 per view
33,350	\$2,400 per ad	\$.07 per view

* Based on annual ridership (130,000) averaged for 3 buses

** Based on 12 month run at listed rates

VALUE OF OUTDOOR EXPOSURE

ANNUAL EXPOSURE ~ 2,512,489 POTENTIAL VIEWS*

*Based on ridership, seasonal tourism numbers (approx. 300,000) and average daily traffic counts (2007 MDT Yearly ATR Profile). Approximately 5,622 cars travel through Meadow Village daily, averaging 674,640 in four months and 2,052,030 in twelve months. Peak Season Ridership (135,828) and Annual Ridership (160,459).

ROUTE MAP & INFORMATION

- WINTER SEASON MAP
- SUMMER & SHOULDER MAP
- OPERATIONAL INFO

WINTER ROUTES



WINTER SEASON:

MID-NOVEMBER - MID APRIL
7 DAYS A WEEK

SUMMER SEASON:

MID-JUNE - MID-SEPTEMBER
7 DAYS A WEEK

SHOULDER SEASON:

MID-APRIL - MID-JUNE
MID-SEPTEMBER - MID-NOVEMBER
5 DAYS A WEEK - ON DEMAND

All routes are subject to change without notice.

SUMMER & SHOULDER ROUTES



Map courtesy of the Big Sky Chamber of Commerce, ©2008

AD CREATION & PRODUCTION

- SIGN PRODUCTION COSTS
- AD SPECIFICATIONS

SIGN PRODUCTION COSTS

SKYLINE BUS ADVERTISING

Interior - 8"x 18"	\$40 ea.
Exterior - Full Bus Wrap	\$7,350 ea.
Exterior - Driver Runner	\$600
Exterior - Passenger Runner	\$750
Exterior - Back Runner	\$450

- All Interior ads are full color prints on Display Flex
- The Full Bus Wrap and Exterior Runner are full color printed vehicle vinyl. The vinyl can last up to 3 years per install.
- Sign production costs do not include design services.

SIGN DESIGN OPTIONS

ADVERTISER PROVIDED

Work with your agency or design firm to create a dynamic ad for your business. Artwork must meet all specifications as listed in "Ad Specifications". Artwork must be supplied in a timely manner to meet contract dates.

45 DEGREES NORTH DESIGN

45 Degrees North has been designing award winning advertising for over a decade in Montana. Ad design is available by request for an additional fee. Please contact us at 406-585-5996 to discuss your needs.

SENDING ARTWORK

Use one of the following two ways to send the final artwork:

- Digital files should be accompanied by a proof: If no proof is supplied, any errors are the responsibility of the advertiser.
- email files to: skylineads@45degreesnorth.com (less than 5mb)
- mail a CD to: PO Box 10114, Bozeman, MT 59719

CONTACT INFO

For more information, or to reserve an ad spot, email us at skylineads@45degreesnorth.com



AD SPECIFICATIONS

All files will need to meet the following specifications to ensure that the finished graphics look their best. Before sending any files, you must ensure that they meet these requirements. If artwork modifications are needed, the advertiser will be notified to make the modification, or approval requested to modify the ad at the advertiser's expense.

INTERIOR PRINTED ADS

- Mac platform Illustrator, Photoshop, Acrobat or InDesign files.
- CS5 and below - EPS, TIF, or PDF file formats.
- Make sure all files (including linked files) are in CMYK format.
- Be sure to convert fonts to outlines.
- Check that all artwork is either 100% vector and/or 300 dpi.

BUS WRAPS

- Dimensions are available upon request
- Raster Artwork: The higher the resolution the better.
 - Full Size: 150 dpi (minimum)
 - 1/2 scale: 300 dpi
 - 1/4 scale: 600 dpi
- Vector artwork and Raster artwork must be in RGB format.
- Specify any PMS colors needed, Pantone Coated preferred.
- EPS, PDF, JPEG, TIF, or Illustrator CS5 and below.
- Be sure to convert all fonts to outlines.

Skyline reserves the right to refuse or edit advertisements based on content.

SKYLINE BUS 2011 - 2012 ADVERTISING RESERVATION FORM

The Interior and Exterior campaigns have varied contract terms, please note the specific terms as listed below.

FAX: 406.585.9269 | VOICE: 406.585.5996 | SKYLINEADS@45DEGREESNORTH.COM

Company/Department Name: _____
 Authorized Person: _____
 Address: _____
 City, State, Zip: _____
 Telephone: _____ Fax: _____
 Email: _____

The above named advertiser is requesting a reservation with Skyline for the following advertising space(s):
 Space is limited and availability is on a first come first served basis. Skyline reserves the right to refuse or edit advertisements for content.
 Ad design is the responsibility of the advertiser or 45 Degrees North can design your ad for an additional design fee.

SKYLINE'S BIG SKY BUS SERVICE 8"X18" INTERIOR SIGN
THREE, SIX, NINE OR TWELVE MONTH TERM

Contract Term (3,6,9,12 months):

Number of ads (3 buses):

Placement Cost (ea ad x \$200/mo):

Production Cost (\$40 per ad):

Total Cost:

SKYLINE'S BIG SKY BUS SERVICE EXTERIOR WRAP
TWELVE MONTH TERM

Number of wraps (3 buses):

Placement Cost (\$12,000 per wrap):

Production Cost (\$7,350 per wrap):

Total Cost:

SKYLINE'S BIG SKY BUS SERVICE EXTERIOR RUNNER
TWELVE MONTH TERM

Number of runners (9 ads/3 buses):

Placement Cost (\$4,200 per ad):

Production Cost (\$450, \$600 or \$750):

Total Cost:

Additional Comments/Requests:

Production cost and 3 months of placement cost are due up front. Placement cost is then due 3 months at a time on a quarterly schedule unless an alternative payment plan is prearranged.

Contract Term Dates:

TOTAL INTERIOR SIGN COST:

TOTAL EXTERIOR WRAP COST:

TOTAL EXTERIOR RUNNER COST:

TOTAL COST:

Advertiser Signature: _____ Date Signed: _____
 Print Name: _____