

A photograph of a sunset over a range of mountains. The sun is low on the horizon, creating a bright glow and casting long shadows. The mountains are silhouetted against the sky.

ADVERTISE IN THE

**MONTANA
TRAVEL GUIDEBOOK**



MONTANA

PURCHASE ADVERTISING SPACE | PRINT & ONLINE RESOURCES

MONTANA TRAVEL GUIDEBOOK

Thank you for your interest in teaming with Montana Colleges | MPSEOC! With a mission of serving Montana students, we are looking to team with local Montana businesses to help them support higher education opportunities for their area high school students. Advertisements in the *Travel Guidebook* help fund student scholarships, print material, and planning for major college access events!

We would like to recommend your business to professionals traveling for our major events!

ABOUT

Each year, Montana Colleges | MPSEOC publishes *Montana's Travel Guidebook*, filled with local recommendations for hotels, restaurants, coffee/sandwich shops, leisure activities and more. The printed guidebook will be handed to all college representatives who attend our events to recruit local students. Further, all attendees will be strongly encouraged to download the book's mobile app as a way to learn about the places in which they are visiting.

MEDIUM

- PRINT | Available in print for one full year | Full-color, High Resolution
- ONLINE | Available online in PDF all-year-round for one full year
- MOBILE APP | User-friendly and dynamic mobile event app with live links.

OPPORTUNITY FOR HIGH VISIBILITY!

These professional representatives of institutions, businesses, agencies, and military branches also host major events all over Montana during the year (for their prospective students, alumni, sponsors, donors, etc.). They could be your future clients for hosting events.

YOUR INVESTMENT

- "CHOICE AWARD" | 1/2 Off Advertisement** (+ bonus online & mobile app promo)
 - If you were notified by us to be a selected "Choice" pick from our members, we would like to offer you a 1/2 off price for any of the following advertisements.
 - Your business will be listed in the directory as a "Choice Award," but to have an advertisement and increase your promotion, select from the options below (take 1/2 off the price listed).
- \$400 | 1/2 Page Ad** (+Bonus online & mobile app promo)
 - Organization name guaranteed mention in *Travel Guidebook's* directory of local businesses (for the year of sponsorship, upon MPSEOC approval)
 - Mobile App promo | Advertisement listed in your city's section of mobile app; hotel logo and listed as "Premier Featured Hotel" in the overall Lodging Directory.
- \$650 | Full-Page Ad** (+Bonus online & mobile app promo)
 - Organization name guaranteed mention in *Travel Guidebook's* directory of local businesses (for the year of sponsorship, upon MPSEOC approval)
 - Mobile App promo | Advertisement listed in your city's section of mobile app; hotel logo and listed as "Premier Featured Hotel" in the overall Lodging Directory.

PARTNERSHIP BENEFITS & REACH

Reach a concentrated audience of traveling professionals.

- Network with/advertise directly to admissions office professionals from every college in Montana.
- Network with/advertise directly to out-of-state institutions, organizations, agencies, military branches.
- Network with/advertise directly to in-state organizations, agencies, military branches.
- Advertise to local guidance counselors, parents, and students attending local college fairs.

Position your brand as a major supporter of education in Montana



WHO IS MPSEOC | MONTANA COLLEGES?

For 30 years, the Montana Post Secondary Educational Opportunities Council (MPSEOC) has existed as a 501 © 3 non-profit organization working to ensure that all Montana students have access to post-secondary opportunities, and that accurate information is shared between institutions and students during this ongoing process. Please join us in helping keep Montana education connected!

ANNUAL EVENTS

Each of our annual events facilitates consistent communication between the Montana institutions and the high schools, guidance counselors, students, and parents. These events are held at little or no cost to the school districts or attendees. We are offering advertisement opportunities to help offset event costs in exchange for visibility and brand recognition within the close-knit, professional Montana education community.

WHO WE SERVE

Montana Students: Montana College Fairs

Montana Guidance Counselors: MPSEOC Counselor Update

Higher Education Professionals: MPSEOC Summer Conference

MONTANA COLLEGE FAIRS TRIBAL COLLEGE FAIR CIRCUIT MPSEOC SUMMER CONFERENCE

ABOUT

Montana Colleges | MPSEOC's largest annual event, and Montana's only college fair circuit!

- 18 fairs
- 18 Montana cities
- 3 weeks long
- 29 years running

WHERE

- Eastern Region | Week 1 | 6 fairs
- Central Region | Week 2 | 6 fairs
- Western Region | Week 3 | 6 fairs

ATTENDANCE/POTENTIAL REACH

- 9,000+ students
- Every Montana high school (~194 schools)
- 200+ domestic and international college representatives.

ABOUT

This Montana event is the first of its kind. Networking for Native students to learn of options for career or higher education paths following high school graduation.

- 6 college/career fairs
- 1.5 weeks long
- 8 years running (steady annual growth)

WHERE

- Blackfeet Community College
- Stone Child College
- Aaniiih Nakoda College
- Fort Peck Community College
- Little Big Horn College
- Chief Dull Knife College

ATTENDANCE/POTENTIAL REACH

- 100+ colleges, universities, businesses, agencies, and military branches nationwide

ABOUT

Two-day professional development conference covering hot topics and trends in higher education.

WHERE

- Major Montana cities. Changes each year!
- August 2018 | Great Falls, MT

ATTENDANCE/POTENTIAL REACH

- 80+ college admissions officers, new student services staff, college administration, etc.

ONLINE REACH | WEBSITES

www.MPSEOC.org | www.MontanaColleges.com | www.SupportMontanaStudents.org |

www.MontanaTribalColleges.org | www.MontanaCollegeFairs.com

WEBSITE REACH

240,000+ Page views/year across all 5 websites

SOCIAL MEDIA

Facebook | Twitter | Instagram | Snapchat | Pinterest | YouTube
Expand your reach to an additional thousands more through our social media channels!

If your organization shares a mission for helping students in some way, we will do whatever we can to collaborate! If you cannot find what you are looking for through our proposed options, please contact us with your budget plans and ideas!



MONTANA TRAVEL GUIDEBOOK / ADVERTISING PROCESS

REGISTER ONLINE TODAY!

REGISTRATION

- Visit: www.SupportMontanaStudents.org/partners.html

ADVERTISING OPTIONS:

- "CHOICE AWARD" | 1/2 Off Ad Costs (+ bonus online & mobile app promo)**
 - If you were notified by us to be a selected "Choice" pick from our members, we would like to offer you a 1/2 off price for any of the following advertisements.
- \$400 | 1/2 Page Ad (+ Bonus Mobile App Promo)**
 - Organization Name/Logo recognized and thanked as a Local Sponsor on Montana Colleges | MPSEOC social media accounts after your local fair.
 - Organization name guaranteed mention in *Travel Guidebook's* directory of local businesses (for the year of sponsorship, upon MPSEOC approval)
 - Mobile App promo | Advertisement listed in your city's section of mobile app; hotel logo and listed as "Premier Featured Hotel" in the overall Lodging Directory.
- \$650 | Full-Page Ad (+ Bonus Mobile App Promo)**
 - Organization name guaranteed mention in *Travel Guidebook's* directory of local businesses (for the year of sponsorship, upon MPSEOC approval)
 - Mobile App promo | Advertisement listed in your city's section of mobile app; hotel logo and listed as

METHOD OF PAYMENT

- **Credit Card** | VISA or MC
- **Check** | *Make Payable To:* MPSEOC | PO Box 7548 | Missoula | Montana | 59807

SUBMIT ADVERTISEMENT

- Refer to the **Guidelines for Advertising** for details on creation.
- You will upload your advertisement and submit your logo online after your registration and payment are complete.

ADDITIONAL QUESTIONS

Lauren Tobias | MPSEOC

(406) 531-4941 | Lauren.Tobias@MontanaColleges.com



PARAMETERS TO ADVERTISING 2018 - 19

PAYMENT

Payment for advertisement must be received by the given deadline. Failure to make payment by the given deadline will result in the exclusion of advertisement in print material, and if the organization is exhibiting at a college fair, it will be prohibited from setting up until payment is made. Until payment is received, the company's future participation in MPSEOC events and meetings could be affected. All advertisement purchases and registrations are final.

TERMS RIGHT TO REFUSE ADVERTISER

MPSEOC shall reserve the right to reject a potential sponsor on such factors as questionable business practices, those having a mission conflict with MPSEOC, or those who desire to assume control of an event through advertising.

RIGHT OF FIRST REFUSAL

All advertisement spaces are offered on a first-come, first-served basis. Placement will be designed according to Montana geographical region (if possible and in relation to layout specification limitations).

MATERIAL PRODUCTION

MPSEOC will select the materials and manage the production process of each item. MPSEOC will work with the advertiser to provide item proofs during production. Please note, proof review time-frames may require single day turnaround. MPSEOC requires that the advertiser to follow the Guidelines for Advertising for this advertisement.

RIGHT OF RESERVATION

By contracting for the aforementioned item for one of MPSEOC's events, MPSEOC will hold the advertisement for the company listed on this contract until July 31 of the following year.

DISCLAIMER

The relationship between MPSEOC and the advertising organization of an event or event-related item do not represent exclusive agreements between MPSEOC and the specific organization, nor do they suggest that MPSEOC endorses the programs, products or services of the organization.

ADVERTISING RECOMMENDATIONS (Not Required)

- Including language of the Montana College Fair Tour (to personalize your message to the Guidebook's audience)
- Offer some type of promotion, coupon, or special event for travelers of MPSEOC events

REQUIRED ELEMENTS | A FULL COLOR ADVERTISEMENT |

This year you have the great benefit of submitting your own design for your advertisement. Here are the parameters for advertising:

- This advertisement should be designed in the correct size of your advertisement choice (1/2 page or full page). This size will be used for both the printed book and the mobile app.
- It should be designed in full color (CMYK).
- No bleeds needed.
- This will be submitted in a high resolution PDF formatting.
- The design, content, and layout are your choice, so that you can best promote your establishment in your own way.
- We are also happy to help if needed!

ACCEPTANCE

We agree to abide by all rules, regulations, terms, and conditions as outlined in this contract.

CONTRACT TO PARTICIPATE IN THE: 2018 MONTANA TRAVEL GUIDE BOOK ADVERTISEMENTS

Sponsored by the Montana Post Secondary Educational Opportunities Council

Terms of Contract

This agreement is made between The Montana Post Secondary Educational Opportunities Council Inc., hereinafter referred to as *the MPSEOC*, and the contracted institution, hereinafter referred to as *the Participant*. For the purpose of setting forth their respective rights and obligations relative to the college fairs and the Guide book sponsored by the MPSEOC, the parties agree to the following.

Contract and Advertisement Deadline

The original, signed contract **must be received on or before July 6, 2018**. If the Participant chooses to advertise in the Travel Guide Book, the advertisement registration and payment must be submitted (as outlined in the *Parameters for Advertising*) **on or before July 6, 2018**. **Guide Advertisement Information received after July 6, 2018 will be subject to an additional late fee of 15% of the total Guide fee.**

Terms of payment

Payment of the amounts set forth **must be made by check or credit card**. This contract and online registration shall serve as an invoice and no separate invoice will be provided unless requested. Payments and online registration should be submitted **on or before July 6, 2018**.

Checks

- Checks **should be made payable to: MPSEOC**
- Checks **should be mailed to:**

Amy Leary, MPSEOC Executive Director
P.O. Box 7548
Missoula, MT 59807

Credit Card

- Credit card processing is done completely online at <http://www.supportmontanastudents.org/partners.html>. This online process will enable you to choose your purchase, agree to this contract, and charge your card. A copy of your electronic invoice will be emailed to the address you submit. We strongly recommend that you print this for your own records at the time of purchase.
- If you have any questions, please contact the Executive Director: amy.leary@montanacolleges.com or 406.531.3531.

***Guide Advertisement Registration and Payment received after July 6, 2018 will be subject to a late fee of 15% of the total Guide fee.**

*** Guide Payments received after July 6, 2018 will be subject to a late fee of 15% of the total contracted fee.**

*** Guide Payments received after August 11, 2018 will be subject to a late fee of 30% of the total contracted fee.**

Cancellation of contract and Failure to abide by terms of contract

The parties agree that this contract is not subject to cancellation. Any cancellation after the contract due date will result in the forfeiting of set fees listed. The Participant agrees that failure to comply with the *Montana Parameters for Advertising* or to pay the sums set forth above may result in suspension of the Participant and its agents or representatives from any and all participation in current and future MPSEOC activities.

Actions relating to the contract

This contract shall be construed under the laws of the State of Montana and any action relating to this contract shall be instituted and prosecuted in the Justice or District Court of Missoula County, Missoula, State of Montana. Each party hereby waives the right to change of venue. If suit is brought by the MPSEOC for the recovery of any payment due under this contract or for breach of any provision of this contract, the Participant agrees to pay all costs in connection with suit, including reasonable attorney's fees, whether or not the suit proceeds to judgment.

Notice

Any notice to be given under this Agreement shall be in writing and may either be served upon a party personally or served by registered or certified mail, return receipt requested. Such notice shall be directed to the party to be served at the address of the party set forth in this Agreement. A party wishing to change its designated address shall do so by notice in writing to the other party. Notice served by mail shall be deemed complete when deposited postage prepaid in the U.S. mail. Rejection or refusal to accept, or the inability to deliver because of changed address, of which no notice has been given, shall be deemed to be receipt of the notice.

Interpretation

The provisions of this Agreement shall be deemed independent and severable, and the invalidity, partial invalidity, or unenforceability of any one provision or portion thereof shall not affect the validity or enforceability of any other provision herein.

Amendment and Waiver

No alterations, modifications or additions to this Agreement shall be binding unless reduced to writing and signed by the parties to be charged therewith. No covenant, term or addition to this Agreement shall be deemed waived by MPSEOC and Participant unless such waiver shall be reduced to writing and signed by MPSEOC and Participant.

Successors and Assigns

This Agreement shall bind and inure to the benefit of any successors and assigns of MPSEOC and any permitted assigns of the Participant.

Authority

Each individual executing this Agreement on behalf of Participant represents and warrants that he or she is authorized to execute and deliver this Agreement on Participant's behalf.

This instrument embodies the whole agreement of the parties. There are no promises, terms, conditions or obligations other than those contained herein; this contract shall supersede all previous communications, representations, or agreements either verbally or written between the parties.

Please read these terms carefully. If you have questions, please contact Amy.Leary@MontanaColleges.com or 406.531.3531.



MONTANA
TRAVEL GUIDEBOOK

Supporting Quality Access To Higher Education

www.MONTANACollegeFairs.com | P.O. BOX 7548 | MISSOULA, MONTANA | 59807 | 406.531.3531