



Montana Guide Book Advertisement and Promotions

REQUIRED ELEMENTS FOR A GUIDE ADVERTISEMENT

This year more than ever before you will receive even more promotion of your institution with this advertising!
Please read these guidelines carefully!

- Once you have registered and paid for this advertisement, you are welcome to upload your information.
- Upload Information @ www.MontanaCollegeFairs.com (under the Guide Book Advertisement Tab | Upload Advertisement Button)
- Required Elements
 - STEP 1 | CREATE A FULL PAGE, FULL COLOR ADVERTISEMENT
 - | DUE BY July 31
 - This year you have the great benefit of submitting your own design of a full page (8.5 by 11), full color (CMYK) advertisement. This will be submitted in a high resolution PDF formatting. However, the design, content, and layout are your choice this year, so that you can best promote your institution in your own way. We are also happy to help if you need help!
 - STEP 2 | YOUR LOGO
 - | DUE BY July 31
 - You will need to be prepared to submit your **Full Color, High Resolution Institution Logo** for use in the advertisement.
 - STEP 3 | UPDATE YOUR ONLINE INSTITUTION PROFILE
 - | DUE BY August 15
 - We will contact you again by the beginning of August with a login to update your profile online.
 - You must **answer all of the questions** within this online form in raw text format.
 - You will need to be prepared to submit **Color Photos** and **Online Videos** for use in the advertisement.
 - You will be responsible for updating your profile with current information throughout the year.

Questions about creating or submitting your advertisement may be directed to:

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