



Montana FY 2027 Cooperative Marketing Program

July 2026-June 2027

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Greetings, Montana Tourism Partners.

Welcome to the FY 2027 Cooperative Marketing Program! The Cooperative Marketing Program provides Montana's tourism regions, convention and visitor bureaus, tourism business improvement districts, and other industry partners with a variety of affordable advertising opportunities that leverage the state brand and resources.

The Montana Department of Commerce, along with Medium Giant, has structured the FY 2027 Cooperative Marketing Program with a robust selection of media, social media and data solutions. These offerings will be available for winter and warm seasons annually.

About the Program



The Cooperative Marketing Program aims to provide Montana's tourism regions, convention and visitor bureaus, tourism business districts, and other tourism industry partners with a variety of affordable advertising opportunities that leverage the Montana brand and resources.

The program offerings include paid media, a discounted Crowdriff UGC subscription and a variety of tourism data solutions.

The Montana Department of Commerce Partners' Platform is an online portal that allows partners to manage Cooperative Marketing Program campaigns. This includes ordering, uploading creative assets and accessing campaign reporting.

Audience Personas Identified

	On-The-Go Families	Exploring for Adventure	Our Time for Travel
Audience Demos	Age: 35-50 Travel with children aged 9-17	Age: 25-54 Traveling w/ significant other and/or friends; no kids in the travel party	Age: 55+ Age should naturally account for no kids in the home
Behavioral Details	More likely to travel for longer vacations during the summer months and shorter getaways in the winter months.	Want to find new and unique areas to explore. Often own the equipment needed for their outdoor recreation. Willing to travel farther distances for winter experiences.	High-spend audience that has the ability to travel throughout the year. Interested in unique local experiences.
Persona Activities	WINTER ACTIVITIES Skiing, snowshoeing, snowmobiling, ice fishing, etc. SUMMER ACTIVITIES Visiting a national park, hiking/backpacking, other advanced outdoor recreation	WINTER ACTIVITIES Focus on skiing, outdoor rec and other nature experiences SUMMER ACTIVITIES Hiking, backpacking, sightseeing, stargazing and national parks	WINTER ACTIVITIES Soft adventure, sightseeing, dining and shopping experiences SUMMER ACTIVITIES Sightseeing, local shopping and dining, national parks, historical sites

Available Geographies for Paid Media and User-Generated Content

Austin

Minot-Bismarck-Dickinson

Calgary

Chicago

North Dakota

Edmonton

Colorado

Oregon

Saskatchewan

Dallas

Phoenix

Vancouver

Houston

Rapid City

Toronto

Idaho

Utah

Los Angeles

Washington

Minneapolis

Wyoming



Paid Media



Travel Intender: Sojern, Powered by ADARA

Sojern, powered by ADARA's travel data capabilities, helps destinations reach high-intent travelers throughout the planning and booking journey by leveraging travel intent, search behavior, booking signals and behavioral insights. Through advanced audience segmentation, predictive analytics, cross-channel activation and real-time optimization, the platform identifies and engages travelers who are actively researching and planning trips, enabling destinations to deliver personalized messaging that drives awareness, consideration and visitation.

Why? Sojern, powered by ADARA, leverages travel intent, search and booking data to reach highly qualified travelers, helping destinations drive awareness, engagement and visitation.

Finding, engaging and converting more travelers at the right time. Partner investment + Commerce match + Sojern match = 1:1:1 value on partner investment.

Travel Intent Targeting: Reach travelers based on search behavior, booking patterns, browsing activity and travel planning signals.

Cross-Channel Reach: Activate campaigns across display, native, mobile, social and other digital channels to engage travelers throughout their journey.

Behavioral and Booking Insights: Utilize aggregated travel and consumer data to better understand traveler motivations, preferences and purchase intent.

Comprehensive Reporting: Access detailed campaign performance and audience insights to inform future marketing strategies.

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce & Sojern match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
Display Banners	\$1,500-\$15,000	\$4,500-\$45,000	600K-6M	3-4	All	Up to 3
Display & Native	\$2,500-\$15,000	\$7,500-\$45,000	909K-5.4M	3-4	All	Up to 3
Display & Native & Video	\$5,000-\$15,000	\$15,000-\$45,000	400K-3.6M	3-4	All	Up to 3



Online Travel Agent: Tripadvisor

Tripadvisor is a leading travel and tourism platform that offers a comprehensive suite of services for travelers and businesses alike. For travelers, it provides detailed reviews, ratings and photos of hotels, restaurants, attractions and experiences, helping users make informed decisions based on peer feedback and expert insights. The platform also features booking capabilities, personalized recommendations and a user-friendly interface that enhances the travel planning process.

Tripadvisor focuses on reaching travelers at various stages of their journey, from inspiration to booking and post-travel. Tripadvisor provides valuable analytics and insights that help businesses understand customer preferences, optimize their services and drive bookings.

Why? Tripadvisor reaches travelers actively researching and planning trips by leveraging travel behavior, destination interest and contextual targeting, helping destinations connect with high-intent audiences throughout the travel decision-making journey.

Behavioral Targeting: Past searches, reviews and booking history

Geographic Targeting: Users' current or planned travel destinations

Psychographic Targeting: User interests and travel preferences

Contextual Targeting: Ads appearing based on the content users are engaging with

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
Display Banners	\$2,500-\$15,000	\$5,000-\$30,000	344K-2M	2-4	All	Up to 3
Display & Native	\$2,500-\$15,000	\$5,000-\$30,000	344K-2M	2-4	All	Up to 3
Display & Native & Video	\$2,500-\$15,000	\$5,000-\$30,000	500K-3M	2-4	All	Up to 3
Meta	\$2,500-\$15,000	\$5,000-\$30,000	500K-3M	3-10 weeks	All	All



Outdoor Lifestyle: Outside

Outside Magazine is a high-energy publication focused on adventure, fitness and the great outdoors. It caters to active, outdoorsy individuals with a passion for exploration and a healthy lifestyle. The magazine covers a wide range of topics including adventure travel, outdoor sports, gear reviews, and personal stories of triumph and challenge. It also delves into environmental issues and conservation efforts. Outside Magazine (online) represents a prime opportunity to target a dedicated audience that values experiential living, health and sustainability, making it a great platform for brands aligned with these themes.

Outside Magazine also has an online email newsletter providing a curated selection of content focusing on outdoor adventure, fitness and lifestyle. Each issue typically features Adventure Stories, Fitness and Health Tips, Gear Reviews, and Exclusive Offers.

Why? Outside reaches passionate outdoor enthusiasts through a trusted network of adventure, fitness and outdoor lifestyle publications, helping destinations connect with highly engaged audiences interested in recreation, exploration and active travel experiences.

We will be offering ROS banners within Outside's network of sites. These properties collectively cover a broad spectrum of interests related to outdoor activities, health and adventure, including:

Backpacker

Yoga Journal — Yoga and wellness

Climbing — Covering climbing and bouldering

SKI — Skiing and winter sports

Outside Online

Trail Runner — Focusing on trail running

Bicycling — Dedicated to cycling and biking

Shape — Health, fitness and lifestyle

Men's Journal — Adventure, fitness and style

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
Outside Custom Email Blast	\$2,000	\$4,000 *Buy 3, get 1 free	125K sends	\$4,000 per email blast; 1 day, TBD	N/A	N/A
Run of Site Banners on Outside Network of Sites	\$2,500-\$15,000	\$5,000-\$30,000	415K-2.5M	2-4	5-All	Up to 3
SKI Custom Email Blast	\$1,500	\$3,000 *Buy 3, get 1 free	17K sends	\$3,000 per email blast; 1 day, TBD	N/A	N/A



Display, Native, CTV, Video: Teads

Teads is a global advertising platform specializing in outstream video and premium display advertising. It helps brands reach their target audiences by placing ads in high-quality, non-intrusive environments across a network of top publishers' websites and apps. Teads leverages advanced targeting and optimization technologies to ensure your ads are seen by the right people at the right time, driving better engagement and performance. The platform's focus on user experience and viewability aims to deliver high-impact results while minimizing ad fatigue.

Why? Teads combines premium publisher inventory, native advertising, video and CTV to deliver highly viewable, non-intrusive ads that engage travelers in trusted content environments and drive awareness through the travel planning journey.

Premium Inventory Access: Teads works with top-tier publishers, providing access to high-quality and brand-safe environments.

Non-Intrusive Ad Formats: Teads' outstream video ads are designed to be less disruptive compared to traditional in-stream ads that interrupt content. Ads appear seamlessly within the content, leading to better user engagement and a more positive ad experience.

High Viewability and Engagement: Since Teads' ads are integrated within content that users are already engaged with, they tend to achieve higher viewability rates and better engagement metrics compared to traditional display ads.

Innovative Ad Formats: Teads continuously develops new and creative ad formats, such as immersive video experiences and interactive elements, which can capture attention and drive higher engagement rates.

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
Social Extension Display	\$1,000-\$15,000	\$2,000-\$30,000	181K-2.7M	1-4	5-All	Up to 3
Social Extension Video	\$1,000-\$15,000	\$2,000-\$30,000	125K-1.8M	2-4	5-All	Up to 3
Social Extension Display & Video	\$2,500-\$15,000	\$5,000-\$30,000	383K-2.3M	2-4	5-All	Up to 3
CTV/OTT	\$5,000-\$15,000	\$10,000-\$30,000	416K-1.2M	2-4	10-All	Up to 3



CTV, Video, Geofencing: Simpli.fi

Simpli.fi is a demand-side platform that specializes in programmatic advertising. This means it automates the buying and placement of ads across various digital channels, like display, video and mobile, using real-time data to target the right audience.

Why? Simpli.fi helps destinations reach travelers with precision across devices based on location, behavior and travel intent, maximizing reach, engagement and campaign efficiency.

Connected TV

Simpli.fi offers robust connected TV capabilities designed to enhance your digital advertising efforts.

Targeting Precision: Simpli.fi targets audiences with pinpoint accuracy using a variety of data sources, including demographics, interests and behaviors, to reach the right viewers with your ads.

Programmatic Buying: Through programmatic technology, Simpli.fi automates the ad buying process, optimizing placements in real time to ensure your ads are shown to the most relevant audiences.

Cross-Device Reach: Simpli.fi's platform integrates with other digital channels, enabling seamless cross-device targeting. This ensures a consistent message across TV screens, smartphones, tablets and desktops.

Geofencing

Simpli.fi's geofencing capabilities allow you to create highly targeted and effective advertising campaigns by using location-based data. You can set virtual boundaries around specific geographic areas, and when users enter these zones, they become eligible to see your ads. This feature helps you reach customers who are physically present in locations relevant to your business, whether that's a store, billboard, event or a competitor's location.

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
CTV/OTT & Video	\$5,000-\$15,000	\$10,000-\$30,000	500K-1.5M	2-4	10-All	Up to 3
Geofencing	\$750-\$10,000	\$1,500-\$20,000	428K-5.7M	1-3	1-3	Up to 2



Paid Social Media: Pinterest

Pinterest is a visual discovery platform where users can discover and save ideas on virtual pinboards. It's like a search engine for inspiration, driven by images and infographics. Users create boards and "pin" content related to their interests, from fashion and home décor to recipes and DIY projects.

Pinterest is valuable because it reaches users who are actively seeking ideas and planning future purchases. The platform allows for targeted advertising and promoted pins, which can help drive traffic to your website and increase brand visibility. Key metrics to focus on include engagement rates, click-through rates and conversion rates from Pinterest to your site.

Pinterest is a powerful platform for the travel and tourism category, serving as a visual discovery tool where users can explore and save ideas for their next adventures.

Why? Pinterest helps reach travelers during the inspiration and planning phase, leveraging a highly engaged audience actively searching for destinations, experiences and trip ideas.

Visual Inspiration: Users can browse and pin beautiful images related to destinations, travel tips, itineraries and experiences, making it easy to plan trips visually.

Diverse Content: Travel boards can feature a variety of content, including travel guides, packing lists, cultural insights and local cuisine, appealing to all travelers.

User-Generated Content: Travelers often share their own photos and experiences, creating authentic content that inspires others.

Search Functionality: Pinterest's robust search feature allows users to find specific destinations, activities or travel hacks, making it a valuable research tool.

Trend Discovery: Users can identify emerging travel trends, popular destinations and seasonal travel ideas through trending pins and boards.

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
Static Promoted Pins and/or Video Promoted Pins	\$750-\$15,000	\$1,500-\$30,000	150K-3M	1-4	5-All	Up to 3



Streaming Audio: Pandora

Pandora Radio is a personalized music streaming service that leverages a unique algorithm to create custom radio stations based on users' preferences. Its strength lies in its Music Genome Project, which analyzes songs across numerous attributes to deliver tailored music recommendations, enhancing user engagement and satisfaction. With its ability to adapt to individual tastes and a diverse music catalog, Pandora stands out in the crowded streaming market.

Subscription Plan

Pandora offers a free, ad-supported tier and paid options (Pandora Plus and Pandora Premium) that provide offline listening, ad-free experiences and more control over playlists.

Why? Pandora helps reach travelers through personalized streaming audio experiences, delivering targeted messaging in a highly engaged environment that complements display, video and social campaigns.

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
Streaming Audio w/ Companion Banner	\$2,500-\$15,000	\$5,000-\$30,000	298K-1.7M	2-4	5-All	Up to 3



Streaming Audio: Spotify

Spotify Radio is a feature within Spotify's music streaming platform that curates personalized radio stations based on users' listening history and preferences. The platform's data-driven approach allows you to reach highly specific audience segments based on detailed user insights, including listening habits, demographic information and behavioral patterns. This enables you to deliver highly relevant and engaging ads to users who are actively enjoying their preferred music.

With both free, ad-supported and premium subscription options, Spotify provides flexible advertising solutions that can cater to diverse user experiences and engagement levels. Spotify Radio's personalized approach enhances ad effectiveness by ensuring that your message reaches a receptive and targeted audience.

Why? Spotify helps reach highly engaged listeners through a personalized streaming audio environment, leveraging advanced audience targeting to connect with travelers wherever they listen throughout the day.

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
Audio Everywhere	\$2,500-\$15,000	\$5,000-\$30,000	265K-1.5M	2-4	5-All	Up to 3
Video Everywhere	\$2,500	\$5,000	265K	2	5	1-2



In-App Mobile Reward: Jun Group (Now Verve)

Jun Group, a Verve company, specializes in rewarded and opt-in advertising experiences that engage consumers across mobile devices. By combining premium inventory, audience targeting and user-initiated ad formats, Verve helps destinations drive high engagement, brand awareness and measurable campaign performance among highly engaged audiences.

Why? Verve helps drive high engagement through rewarded mobile experiences that encourage active user participation, delivering measurable results, strong interaction rates and efficient reach among highly engaged audiences.

Performance-Based Advertising: Verve emphasizes performance-driven results, delivering measurable outcomes.

Innovative Ad Formats: Verve is known for its creative and interactive ad formats that blend seamlessly with the user experience.

Engagement Analytics: They emphasize engagement metrics, helping advertisers understand how users interact with the ads.

Contextual Relevance: Verve aims to deliver ads in a context that is highly relevant to the user, which can improve both engagement rates and overall campaign effectiveness.

User Experience Focus: They prioritize the user experience, ensuring that their ads are not intrusive and provide value to the audience, which can enhance brand perception and user satisfaction.

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
Value Exchange Display	\$2,500-\$15,000	\$5,000-\$30,000	14.7K-88K *clicks	2-4	N/A	Up to 3
Cross-Device Video	\$2,500-\$15,000	\$5,000-\$30,000	200K-1.2M	1-4	N/A	Up to 3



Rich Media: Perion

Perion (formerly known as Undertone) specializes in using advanced technology to target audiences more effectively and measure ad performance with precision. Perion creates memorable ad experiences through interactive ads to drive unmatched brand lift and audience engagement. Through targeted strategies based on demographics, third-party segments, behavior, competition and contextual relevance, these rich media ads engage with potential visitors in digital spaces. They also utilize a proprietary AI solution that analyzes cookieless data signals to identify users with shared traits and classify them into SmartGroups for targeting. Perion is recognized as one of the pioneers in the digital advertising space, particularly in rich media. Founded in 2002, it was among the first companies to focus on creating high-impact, interactive ad formats that go beyond traditional display advertising.

Why? Perion helps deliver high-impact, interactive ad experiences that combine premium inventory, advanced audience targeting and immersive creative formats to capture attention, increase engagement and elevate destination awareness.

High-Impact Creative Solutions: Engaging and interactive ad formats that stand out, such as immersive display and video ads. These formats are designed to capture more attention and drive higher engagement rates.

Data-Driven Insights: They leverage sophisticated data analytics to target audiences more precisely and optimize ad performance, which helps in tailoring ad experiences to match user interests and behaviors more effectively.

Integration of Technology: Perion invests in proprietary technology and innovative ad solutions to enhance the effectiveness of digital advertising campaigns.

Premium Inventory: They often work with high-quality publishers and premium ad spaces, which can provide more visibility and better engagement opportunities compared to lower-tier ad placements.

Media Tactics	Co-Op Partner Cost	Total Price (with Commerce match)	Total Est. Impressions	Months Afforded	Maximum Geographies	Maximum Audience Personas
Brand Reveal NOTE: Requires longer lead time to build unit	\$5,000-\$15,000	\$10,000-\$30,000	715K-2.1M	1-3	N/A	Up to 3 (\$10K minimum per unique creative execution)
Cross-Device Page Grabber NOTE: Requires longer lead time to build unit	\$5,000-\$15,000	\$10,000-\$30,000	357K-2.1M	1-3	N/A	Up to 3 (\$10K minimum per unique creative execution)

Templated approach. For example, if five co-op partners wanted to participate in the Brand Reveal product and the creative remained largely consistent with only minor updates to destination-specific copy, we could leverage a shared creative framework to develop a high-impact creative campaign with Perion.

Using this example of five co-op partners participating against the \$10,000 Brand Reveal minimum, the investment could be distributed across participants, resulting in an estimated contribution of approximately \$2,000 per partner.



User-Generated Content



User-Generated Content: CrowdRiff

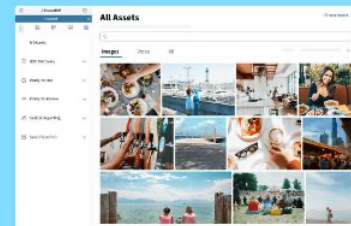
CrowdRiff is a visual marketing platform designed for travel and tourism organizations. It helps these organizations curate and showcase user-generated content, such as photos and videos shared by visitors on social media. By using CrowdRiff, brands can create engaging campaigns, enhance their websites and connect with their audiences more authentically. The platform also offers tools for managing and analyzing visual content, making it easier for organizations to leverage the power of social proof in their marketing efforts.

The CrowdRiff UGC subscription runs calendar year and is currently valued at \$10,000, with the co-op partner buy-in at \$1,500 and the Montana Department of Commerce responsible for \$8,500. Our team will reach out by November 2026 to confirm subscription offerings and commitments for the 2027 calendar year.

Highly curated feed of user-generated content, which partners can use to request rights to share on owned-social platforms

Option to create digital galleries that can be embedded on websites

Option to create digital photo walls that can be displayed on large screens such as CVB offices or conferences





Research and Data



ZARTICO

Spending and Movement: Zartico

Zartico provides tourism data to DMOs to help them understand visitor movement and spending behavior. By integrating various data sources, Zartico aims to give these organizations better insights into visitor behavior and trends, ultimately helping them make informed decisions to boost tourism and community engagement.

Credit and debit card spending activity

Movement patterns (based on mobile devices)

Representative data

Available at state, city and county level

DMO partners can have their own login to see an overview of data for Montana.



Spending: Visa Destination Insights

Visa Destination Insights is a data analytics platform designed to help destination marketing organizations and tourism stakeholders better understand spending patterns by both visitors and residents. It leverages Visa's extensive transaction data to provide valuable insights.

Data on financial transactions involving VISA credit and debit cards

Metrics including average spend, card count, transaction count and total spend

From Commerce: data available at statewide level and several subregions

CVB level data: discounts available



Short-Term Rentals: AirDNA

AirDNA is a data analytics company that specializes in providing insights and analytics from short-term rental activity. They offer data that helps DMO practitioners make informed decisions about pricing, occupancy rates and market trends.

Short-term-rental data

Metrics such as Revenue, ADR, RevPAR, listings and occupancy rate

From Commerce: data available at statewide level and major markets (such as Missoula, Billings, etc.)

CVB level data: discounts available



Hotels: Smith Travel Research

Smith Travel Research is a leading provider of data and analytics for the hospitality industry, particularly hotels. STR collects data from thousands of hotels worldwide, allowing DMO professionals to compare performance against competitors and make data-driven decisions to enhance their business and marketing strategies.

Survey-based data on hotels activity

Metrics including ADR, occupancy, revenue and RevPAR

Data availability varies by market and reporting participation.

In Montana, STR data is typically available at the state and regional level, with limited availability for individual destination or CVB-specific reporting.

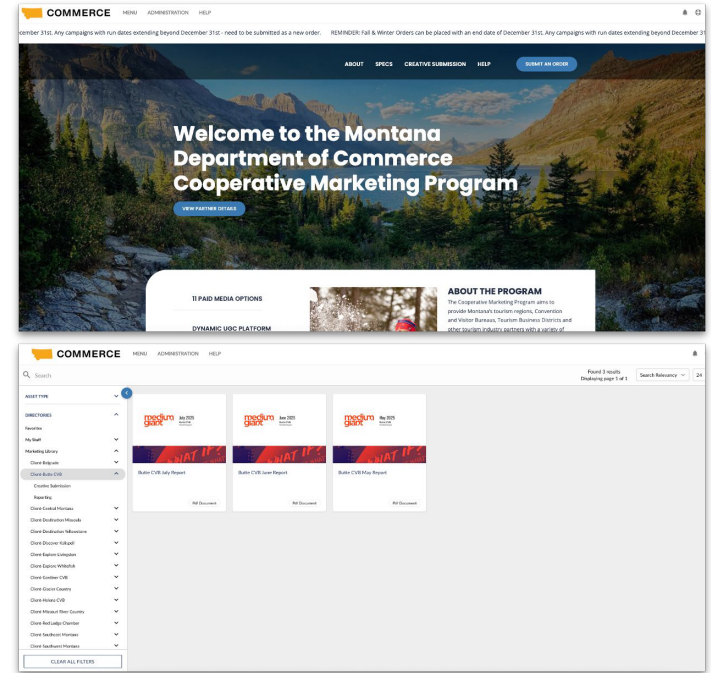
Discounts available



Paid Media Process Summary

Process for Cooperative Marketing Program

1. Deadline notification is sent out to partners.
2. Partners send in order forms — they must submit 45 days prior to start date.
3. Medium Giant will review order forms and send out media authorizations (partner and MT).
4. Partners will send Medium Giant creative 10-15 days prior to campaign start date via direct marketing platform.
5. Platform implementation starts once assets are received.
6. Campaigns launch and partners receive proof of placement.
7. Monthly reports are uploaded to the direct marketing platform monthly for review.



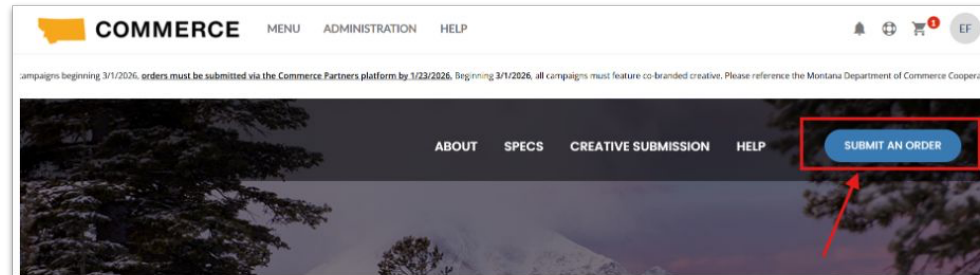
Sending in Order Forms

Cooperative marketing partners can review this brochure for offerings and make selections for campaigns. Currently there are no restrictions for number of participants, but there are a few vendors who can be limited on inventory, which includes:

- Outside/SKI Email Blast: Dates are one send per day Monday-Thursday. Partners need to send over three preferred dates or date ranges they want Medium Giant to check for availability.

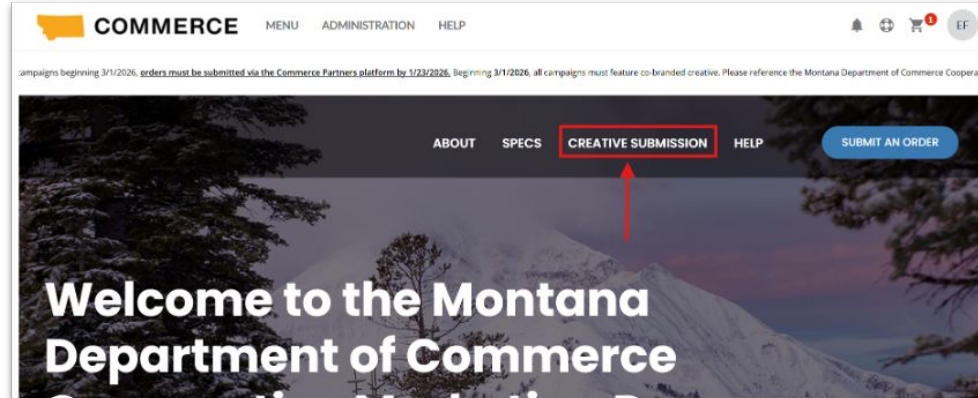
Once orders are submitted, they are reviewed by Medium Giant to ensure they have all information. Medium Giant then moves in one of two ways:

- If clarifications are needed: Medium Giant reaches out to the person who submitted the order.
- If no clarifications are needed: Medium Giant moves forward with creation of media authorization.



Sending in Creative

1. Partners will receive an Excel document from Medium Giant containing the specs requirements per vendor.
2. Partners will add links to assets and any special instructions to the document.
3. Partners will submit creative via the co-op platform by completing the creative submission checklist and uploading the document on the form-fill.



Reminders

- All orders should be submitted at least 45 days prior to the campaign start date.
- All campaigns must feature co-branded creative. Please reference the Montana Department of Commerce Cooperative Marketing Co-Brand Guidelines, which will be accessible to view on the platform website.
- All creative assets are due 10-15 business days prior to your campaign start date to allow sufficient time for quality assurance and final approval. Any delays in creative delivery may result in a shortened or revised campaign flight.



Contact for More Information

Research and General Inquiries: DOCRIS@mt.gov

Paid Media Inquiries:

montanamedia@mediumgiant.co

CrowdRiff Subscription Inquiries: Rachel Gregg,

rachel@windfallstudio.com

Co-Op Program Website:

commerce.mt.gov/Business/Programs-and-Services/Marketing/Cooperative-Marketing-Program



Co-Brand Guide



Why a Co-Brand Guide?

The co-brand guide exists to ensure all partner co-op advertising (print, digital, social, broadcast, out-of-home and audio) consistently represents the Montana brand while allowing flexibility for individual partner brands.

This guide explains how to visually and verbally co-brand with Montana's logo, colors and voice.



For more details on Montana Brand use guidelines:

visitmt.com/brand-book



When partners use Montana branding:

- Maintain the integrity of the Montana logo (no resizing, recoloring or stacking outside approved configurations).
- Use neutral or complementary backgrounds.
- Respect the protected area equal to the width of the "N" on all sides.



- Provide equal prominence to partner logos (side by side, not hierarchical).
- Never use decorative effects (drop shadows, glows, gradients or opacity changes).



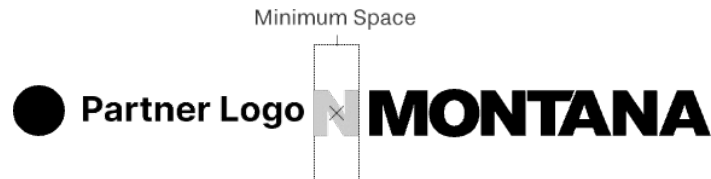
Logo Lockups



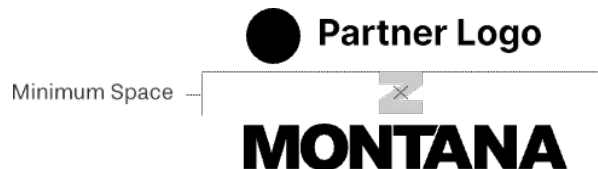
Montana logos are available for download here:

visitmt.com/montana-brand

Horizontal: Partner logo on the left, Montana logo on the right, separated by at minimum the width of the "N."



Vertical: Partner logo on top, Montana logo centered below, separated by at minimum the width of the "N."





Logo File Requirements

Minimum size:

Width should be at least 1.7 inches on print or 120 px wide for digital.



Contrast:

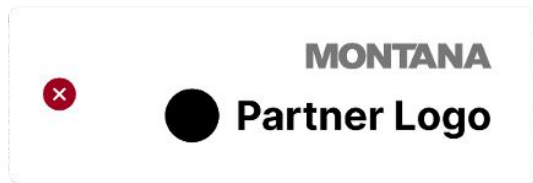
Maintain color contrast per accessibility guidelines (minimum 70% value difference).





Incorrect Usage Examples

Partner logos that overpower Montana branding.



Logo that doesn't contrast from pale or busy backgrounds.



Montana logo recolored outside approved palette.





Audio Co-Branding Language

Co-branding language should play at :27-:30 mark for :30 spots.

SAMPLE READ-INS AND TAGLINES:

Partner Ad Example

“Brought to you by [Partner Name] —
In partnership with Montana, Visitmt.com”

Short Tagline Options

“In partnership with Montana, Visitmt.com”



Example Applications

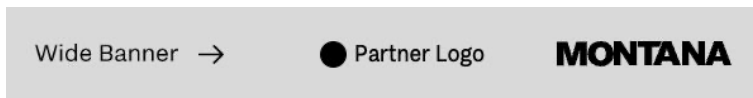
Print



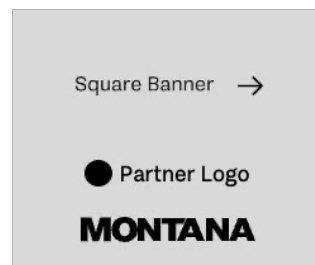


Example Applications

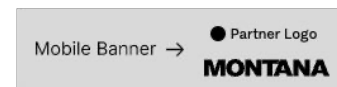
Digital Banners



Horizontal Usage



Vertical Usage



Vertical Usage



Example Applications

Social Media

Co-Branded Post Template —





File Delivery and Approval

All co-branded creative must be approved by the Commerce MarComms team before deployment.

For co-branding questions, please reach out to:

Pat Doyle

Marketing Director

Montana Department of Commerce

pdoyle@mt.gov

MONTANA