

Jackson Hole News & Guide

DISPLAY ADVERTISING

2019

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Publisher: Kevin Olson

4x16 Full Page

10.167"x15.833"

A Section	\$1,536.00
Scene	\$1,363.20
Valley	\$1,312.00
Sports	\$1,312.00

Add color for an additional \$180
\$138 *Contract Rate

2x16 Vertical Half Page

5"x15.833"

A Section	\$768.00
Scene	\$681.60
Valley	\$656.00
Sports	\$656.00

Add color for an additional \$180
\$138 *Contract Rate

2x2 Sixteenth Page

5"x1.833"

Add color for an additional \$45
\$37 *Contract Rate

A Section	\$96.00
Scene	\$85.20
Valley	\$82.00
Sports	\$82.00

1x2

2.417"x1.833"

A Section	\$48.00	Sports	\$41.00
Scene	\$42.60	Valley	\$41.00

Add color for an additional \$22.50
\$18.50 *Contract Rate

4x8 Horizontal Half Page

10.167"x7.833"

A Section	\$768.00
Scene	\$681.60
Valley	\$656.00
Sports	\$656.00

Add color for an additional \$180
\$138 *Contract Rate

2x8 Quarter page

5"x7.833"

A Section	\$384.00
Scene	\$340.80
Valley	\$328.00
Sports	\$328.00

Add color for an additional \$180
\$138 *Contract Rate

2x4 Eighth page

5"x3.833"

A Section	\$192.00
Scene	\$170.40
Valley	\$164.00
Sports	\$164.00

Add color for an additional \$90
\$74 *Contract Rate

Reach over 14,750 Teton County adults each week!

Advertising Deadlines - All sections

Publication Day **Materials & Space Due**

Wednesday Friday 4:00pm

Color Rates

\$11.25 per column inch for A Section

\$9.25 per column inch for all other sections

Up to a max of \$180

Frequency Contract

4 weeks*: 5% savings

13 weeks: 10% savings

26 weeks: 15% savings

48 weeks: 20% savings

Non-Profit:

25% discount off Open rates for
qualifying 501-(c)3 organizations

*consecutive weeks

Jackson Hole News&Guide EASY REFERENCE TABLE

2019

COST PER WEEK

SAVE			5%	10%	15%	20%	25%	
Ad Size	Section	Open Rate	Weekly Cost 4 weeks	Weekly Cost 13 weeks	Weekly Cost 26 weeks	Weekly Cost 48 weeks	Non-Profit Rate	Add Color Contract Rate
1col x 2"	A Section	\$48.00	\$45.60	\$43.20	\$40.80	\$38.40	\$36.00	+ \$22.50
	Scene	\$42.60	\$40.47	\$38.34	\$36.21	\$34.08	\$31.95	+ \$18.50
	Valley/Sports	\$41.00	\$38.95	\$36.90	\$34.85	\$32.80	\$30.75	+ \$18.50
2col x 2"	A Section	\$96.00	\$91.20	\$86.40	\$81.60	\$76.80	\$72.00	+ \$45.00
	Scene	\$85.20	\$80.94	\$76.68	\$72.42	\$68.16	\$63.90	+ \$37.00
	Valley/Sports	\$82.00	\$77.90	\$73.80	\$69.70	\$65.60	\$61.50	+ \$37.00
2col x 3"	A Section	\$144.00	\$136.80	\$129.60	\$122.40	\$115.20	\$108.00	+ \$67.50
	Scene	\$127.80	\$121.41	\$115.02	\$108.63	\$102.24	\$95.85	+ \$55.50
	Valley/Sports	\$123.00	\$116.85	\$110.70	\$104.55	\$98.40	\$92.25	+ \$55.50
2col x 4" (1/8 page)	A Section	\$192.00	\$182.40	\$172.80	\$163.20	\$153.60	\$144.00	+ \$90.00
	Scene	\$170.40	\$161.88	\$153.36	\$144.84	\$136.32	\$127.80	+ \$74.00
	Valley/Sports	\$164.00	\$155.80	\$147.60	\$139.40	\$131.20	\$123.00	+ \$74.00
2col x 6" (1/6 page)	A Section	\$288.00	\$273.60	\$259.20	\$244.80	\$230.40	\$216.00	+ \$135.00
	Scene	\$255.60	\$242.82	\$230.04	\$217.26	\$204.48	\$191.70	+ \$111.00
	Valley/Sports	\$246.00	\$233.70	\$221.40	\$209.10	\$196.80	\$184.50	+ \$111.00
2col x 8" (1/4 page)	A Section	\$384.00	\$364.80	\$345.60	\$326.40	\$307.20	\$288.00	+ \$180 / \$138*
	Scene	\$340.80	\$323.76	\$306.72	\$289.68	\$272.64	\$255.60	+ \$180 / \$138*
	Valley/Sports	\$328.00	\$311.60	\$295.20	\$278.80	\$262.40	\$246.00	+ \$180 / \$138*
2col x 11" (1/3 page)	A Section	\$528.00	\$501.60	\$475.20	\$448.80	\$422.40	\$396.00	+ \$180 / \$138*
	Scene	\$468.60	\$445.17	\$421.74	\$398.31	\$374.88	\$351.45	+ \$180 / \$138*
	Valley/Sports	\$451.00	\$428.45	\$405.90	\$383.35	\$360.80	\$338.25	+ \$180 / \$138*
Half Page	A Section	\$768.00	\$729.60	\$691.20	\$652.80	\$614.40	\$576.00	+ \$180 / \$138*
	Scene	\$681.60	\$647.52	\$613.44	\$579.36	\$545.28	\$511.20	+ \$180 / \$138*
	Valley/Sports	\$656.00	\$623.20	\$590.40	\$557.60	\$524.80	\$492.00	+ \$180 / \$138*
3col x 12" (2/3 page)	A Section	\$864.00	\$820.80	\$777.60	\$734.40	\$691.20	\$648.00	+ \$180 / \$138*
	Scene	\$766.80	\$728.46	\$690.12	\$651.78	\$613.44	\$575.10	+ \$180 / \$138*
	Valley/Sports	\$738.00	\$701.10	\$664.20	\$627.30	\$590.40	\$553.50	+ \$180 / \$138*
3col x 16" (3/4 page)	A Section	\$1,152.00	\$1,094.40	\$1,036.80	\$979.20	\$921.60	\$864.00	+ \$180 / \$138*
	Scene	\$1,022.40	\$971.28	\$920.16	\$869.04	\$817.92	\$766.80	+ \$180 / \$138*
	Valley/Sports	\$984.00	\$934.80	\$885.60	\$836.40	\$787.20	\$738.00	+ \$180 / \$138*
4col x 16" Full Page	A Section	\$1,536.00	\$1,459.20	\$1,382.40	\$1,305.60	\$1,228.80	\$1,152.00	+ \$180 / \$138*
	Scene	\$1,363.20	\$1,295.04	\$1,226.88	\$1,158.72	\$1,090.56	\$1,022.40	+ \$180 / \$138*
	Valley/Sports	\$1,312.00	\$1,246.40	\$1,180.80	\$1,115.20	\$1,049.60	\$984.00	+ \$180 / \$138*

Advertising Deadlines - All sections

Publication Day

Wednesday

Materials & Space Due

Friday 4:00pm

Ad space reservations are firm orders and may be cancelled at any time prior to published deadlines.

Cancellations after deadline will be charged at 50% of space cost.