

Jackson Hole News & Guide

DISPLAY ADVERTISING

2018

Contact 307.732.7070 | www.jhnewsandguide.com | adsales@jhnewsandguide.com

Publisher: Kevin Olson

<p>4x16 Full Page 10.167"x15.833"</p> <table border="0"> <tr><td>A Section</td><td>\$1,497.60</td></tr> <tr><td>Scene</td><td>\$1,331.20</td></tr> <tr><td>Valley</td><td>\$1,280.00</td></tr> <tr><td>Sports</td><td>\$1,280.00</td></tr> </table> <p><i>Add color for an additional \$175 \$135 *Contract Rate</i></p>	A Section	\$1,497.60	Scene	\$1,331.20	Valley	\$1,280.00	Sports	\$1,280.00	<p>2x16 Vertical Half Page 5"x15.833"</p> <table border="0"> <tr><td>A Section</td><td>\$748.80</td></tr> <tr><td>Scene</td><td>\$665.60</td></tr> <tr><td>Valley</td><td>\$640.00</td></tr> <tr><td>Sports</td><td>\$640.00</td></tr> </table> <p><i>Add color for an additional \$175 \$135 *Contract Rate</i></p>	A Section	\$748.80	Scene	\$665.60	Valley	\$640.00	Sports	\$640.00	<p>2x2 Sixteenth Page 5"x1.833"</p> <p><i>Add color for an additional \$44 \$36 *Contract Rate</i></p>	<table border="0"> <tr><td>A Section</td><td>\$93.60</td></tr> <tr><td>Scene</td><td>\$83.20</td></tr> <tr><td>Valley</td><td>\$80.00</td></tr> <tr><td>Sports</td><td>\$80.00</td></tr> </table>	A Section	\$93.60	Scene	\$83.20	Valley	\$80.00	Sports	\$80.00
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Over 12,000 weekly readers across Jackson, Teton County and Star Valley!

Advertising Deadlines - All sections

Publication Day **Materials & Space Due**
Wednesday Friday 4:00pm

Color Rates

\$11 per column inch for A Section
\$9 per column inch for all other sections
Up to a max of \$175

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

2018

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	\$46.80	\$44.46	\$42.12	\$39.78	\$37.44	\$35.10	+ \$22
	Scene	\$41.60	\$39.52	\$37.44	\$35.36	\$33.28	\$31.20	+ \$18
	Valley/Sports	\$40.00	\$38.00	\$36.00	\$34.00	\$32.00	\$30.00	+ \$18
2col x 2"	A Section	\$93.60	\$88.92	\$84.24	\$79.56	\$72.96	\$70.20	+ \$44
	Scene	\$83.20	\$79.04	\$74.88	\$70.72	\$64.64	\$62.40	+ \$36
	Valley/Sports	\$80.00	\$76.00	\$72.00	\$68.00	\$62.40	\$60.00	+ \$36
2col x 3"	A Section	\$140.40	\$133.38	\$126.36	\$119.34	\$112.32	\$105.30	+ \$66
	Scene	\$124.80	\$118.56	\$112.32	\$106.08	\$99.84	\$93.60	+ \$54
	Valley/Sports	\$120.00	\$114.00	\$108.00	\$102.00	\$96.00	\$90.00	+ \$54
2col x 4" (1/8 page)	A Section	\$187.20	\$177.84	\$168.48	\$159.12	\$149.76	\$140.40	+ \$88
	Scene	\$166.40	\$158.08	\$149.76	\$141.44	\$133.12	\$124.80	+ \$72
	Valley/Sports	\$160.00	\$152.00	\$144.00	\$136.00	\$128.00	\$120.00	+ \$72
2col x 6" (1/6 page)	A Section	\$280.80	\$266.76	\$252.72	\$238.68	\$224.64	\$210.60	+ \$132
	Scene	\$249.60	\$237.12	\$224.64	\$212.16	\$199.68	\$187.20	+ \$108
	Valley/Sports	\$240.00	\$228.00	\$216.00	\$204.00	\$192.00	\$180.00	+ \$108
2col x 8" (1/4 page)	A Section	\$374.40	\$355.68	\$336.96	\$318.24	\$299.52	\$280.80	+ \$175/\$135*
	Scene	\$332.80	\$316.16	\$299.52	\$282.88	\$266.24	\$249.60	+ \$175/\$135*
	Valley/Sports	\$320.00	\$304.00	\$288.00	\$272.00	\$256.00	\$240.00	+ \$175/\$135*
2col x 11" (1/3 page)	A Section	\$514.80	\$489.06	\$463.32	\$437.58	\$411.84	\$386.10	+ \$175/\$135*
	Scene	\$457.60	\$434.72	\$411.84	\$388.96	\$366.08	\$343.20	+ \$175/\$135*
	Valley/Sports	\$440.00	\$418.00	\$396.00	\$374.00	\$352.00	\$330.00	+ \$175/\$135*
Half Page	A Section	\$748.80	\$711.36	\$673.92	\$636.48	\$599.04	\$561.60	+ \$175/\$135*
	Scene	\$665.60	\$632.32	\$599.04	\$565.76	\$532.48	\$499.20	+ \$175/\$135*
	Valley/Sports	\$640.00	\$608.00	\$576.00	\$544.00	\$512.00	\$480.00	+ \$175/\$135*
3col x 12" (2/3 page)	A Section	\$842.40	\$800.28	\$758.16	\$716.04	\$673.92	\$631.80	+ \$175/\$135*
	Scene	\$748.80	\$711.36	\$673.92	\$636.48	\$599.04	\$561.60	+ \$175/\$135*
	Valley/Sports	\$720.00	\$684.00	\$648.00	\$612.00	\$576.00	\$540.00	+ \$175/\$135*
3col x 16" (3/4 page)	A Section	\$1,123.20	\$1,067.04	\$1,010.88	\$954.72	\$898.56	\$842.40	+ \$175/\$135*
	Scene	\$998.40	\$948.48	\$898.56	\$848.64	\$798.72	\$748.80	+ \$175/\$135*
	Valley/Sports	\$960.00	\$912.00	\$864.00	\$816.00	\$768.00	\$720.00	+ \$175/\$135*
4col x 16" Full Page	A Section	\$1,497.60	\$1,422.72	\$1,347.84	\$1,272.96	\$1,198.08	\$1,123.20	+ \$175/\$135*
	Scene	\$1,331.20	\$1,264.64	\$1,198.08	\$1,131.52	\$1,064.96	\$998.40	+ \$175/\$135*
	Valley/Sports	\$1,280.00	\$1,216.00	\$1,152.00	\$1,088.00	\$1,024.00	\$960.00	+ \$175/\$135*

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.