

# DISPLAY ADVERTISING

Jackson Hole News&Guide Jackson Hole Daily 2018 RATE CARD

Delivering efficient and affordable advertising solutions for businesses of all sizes.

## JACKSON HOLE MARKET OVERVIEW



*Winner of the 2017  
General Excellence Award  
for weekly newspapers.*

### POPULATION

Teton County - 23,191 | Jackson - 10,529 | Wilson, Teton Village - 1,812

### TETON COUNTY DEMOGRAPHICS

Per capita income - \$194,861      Median age - 38  
Persons per household - 2.76      Children under 18.8%

### LOCAL ECONOMY

Annually, Jackson Hole attracts more than 4 million visitors as a destination summer and winter resort area. Tourism-related businesses thrive in the summer due to access to Yellowstone and Grand Teton National Parks and an array of outdoor sports available in the Teton Region. In the winter, Jackson Hole transforms into a major destination ski resort known for its challenging terrain and plentiful snowfall.

**Mailing Address:** P.O. Box 7445 • Jackson, WY 83002  
**Shipping Address:** 1225 Maple Way • Jackson, WY 83001

**Phone:** 307.733.2047  
**Fax:** 307.733.2138

[www.jhnewsandguide.com](http://www.jhnewsandguide.com)  
[adsales@jhnewsandguide.com](mailto:adsales@jhnewsandguide.com)

**Publisher:** Kevin Olson  
**Associate Publisher:** Adam Meyer

Sources: 2016 U.S. Census Bureau

# Jackson Hole Daily

PUBLISHES MONDAY - SATURDAY

ADVERTISING RATES  
EFFECTIVE JANUARY 1, 2018

**Free distribution** Monday - Saturday at 700+ outlets throughout Teton County, WY and Lincoln County, WY, and Teton Valley, ID.

**Average daily readership of 12,875** adults in Teton County, WY. Readership grows dramatically during summer and winter seasons with increased circulation at restaurants and hospitality locations.

**Loyal audience with 72%** of readers reading 3 or more of the last 6 issues.

**Offers both locals and visitors news** and information in a variety of areas - local, state, regional, national, world, sports, business, entertainment, syndicated comics and features.

AGE Average 47 years			ANNUAL INCOME Average \$96,836			RESIDENCY Average 26 years		
18-34 yrs	35-49 yrs	50+ yrs	\$0-\$44K	\$45-\$99k	\$100k+ <small>*15% refused</small>	up to 5 yrs	6-15 yrs	16+ yrs
28%	24%	48%	22%	25%	37%	11%	19%	66%

JHN&G and JHDaily readership data provided by Pulse Research, random sample general population telephone survey, Nov. 2016

## A. Display Advertising Rates Per Column Inch, Net

SAVE	3 Day Rate	5%	10%	15%	20%	35%
Column Inches	Open	4 Weeks	13 Weeks	26 Weeks	48 Weeks	JHN&G Rollover
2-7 inches	\$12.50	\$11.875	\$11.25	\$10.625	\$10.00	\$8.125
8-28 inches	\$11.30	\$10.735	\$10.17	\$9.605	\$9.04	\$7.345
29-56 inches	\$10.70	\$10.165	\$9.63	\$9.095	\$8.56	\$6.995

Rates & space reservations are for a minimum of 3 days in a given week. • Single day insertion option available at 23.40pci space + \$11pci color, max of \$120 • Minimum ad height is 2 inches

## B. Reserved Positions

**Advertisers requesting guaranteed or specific positions - please be advised:**

- Guaranteed positions and requests for ad placement apply to advertisers with contract frequency of 26 weeks or more
- Guaranteed positions and requests for ad placement are based on availability and granted with a 15% special handling charge added to space rate
- Location on page is subject to page design guidelines – ask your representative for details

*Publisher makes every effort to grant reserved positions. If there is an error, Publisher's liability is limited up to the 15% special handling charge and advertiser will be credited up to this amount.*

## C. Special Classifications Rates

**\*News&Guide Rollover:** To qualify for the Rollover Discount, the minimum ad schedule is 6 days combined with one News&Guide ad of equivalent size; 35% off the Open Rate for ad size. For additional Rollover options, consult your advertising representative.

**Non-Profit:** 35% discount off Open Rates for qualifying 501-(c)3 organizations

**Political:** Open Rate less applicable contract rate; pre-paid. All political ads must disclose group or individual paying for the message.

## D. Color Rates

**Full Color Rate: OPEN:** \$120 per insertion **CONTRACT RATE:** \$4.85 per column inch, up to \$78 per insertion

**Spot Color** (cyan, magenta or yellow): \$3.12 per column inch, up to \$55 per insertion

## E. Easy Reference Rate Table

SAVE	5%		10%	15%	20%	35%		
Ad Size	Cost per Day	Cost per Day to add color	Cost per week	Weekly Cost 4 weeks	Weekly Cost 13 weeks	Weekly Cost 26 weeks	Weekly Cost 48 weeks	JHN&G Weekly Rollover*
1x2"	\$25.00	\$9.70	\$150.00	\$142.50	\$135.00	\$127.50	\$120.00	\$97.50
1x3" or Gallery	\$37.50	\$14.55	\$225.00	\$213.75	\$202.50	\$191.25	\$180.00	\$146.25
2x2"	\$50.00	\$19.40	\$300.00	\$285.00	\$270.00	\$255.00	\$240.00	\$195.00
2x3"	\$75.00	\$29.10	\$450.00	\$427.50	\$405.00	\$382.50	\$360.00	\$292.50
2x4" (1/8 page)	\$90.40	\$38.80	\$542.40	\$515.28	\$488.16	\$461.04	\$433.92	\$352.56
2x5"	\$113.00	\$48.50	\$678.00	\$644.10	\$610.20	\$576.30	\$542.40	\$440.70
2x6"	\$135.60	\$58.20	\$813.60	\$772.92	\$732.24	\$691.56	\$650.88	\$528.84
2x7" (1/4 page)	\$158.20	\$67.90	\$949.20	\$901.74	\$854.28	\$806.82	\$759.36	\$616.98
2x8"	\$180.80	\$78.00	\$1,084.80	\$1,030.56	\$976.32	\$922.08	\$867.84	\$705.12
Half Page	\$316.40	\$78.00	\$1,898.40	\$1,803.48	\$1,708.56	\$1,613.64	\$1,518.72	\$1,233.96
Full Page	\$599.20	\$78.00	\$3,595.20	\$3,415.44	\$3,235.68	\$3,055.92	\$2,876.16	\$2,336.88

## Jackson Hole Daily Advertising Deadlines

Publication Day	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Materials & Space	Wednesday 4:00pm	Thursday 4:00pm	Friday 4:00pm	Monday 4:00pm	Tuesday 4:00pm	Wednesday 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.**

# Jackson Hole News&Guide

PUBLISHES WEDNESDAY

ADVERTISING RATES

EFFECTIVE JANUARY 1, 2018

**Paid, average weekly readership** of 9,838 adults in Teton County, WY  
**31 minutes** - average time spent reading each issue

**62% market penetration among adults age 35+** - reaches the most established residents in Teton County, WY

**33% of weekly circulation** serves subscribers throughout greater Wyoming and across the U.S.

For Jackson Hole consumers, the local newspaper has the strongest influence on buying decisions by nearly a 4 to 1 margin over local radio, direct mail, social media and web.

AGE Average 47 years			ANNUAL INCOME Average \$103,709			RESIDENCY Average 26 years		
18-34 yrs	35-49 yrs	50+ yrs	\$0-\$44K	\$45-\$99k	\$100k+	up to 5 yrs	6-15 yrs	16+ yrs
<b>28%</b>	<b>27%</b>	<b>45%</b>	<b>19%</b>	<b>27%</b>	<b>39%</b>	<b>14%</b>	<b>24%</b>	<b>60%</b>

JHN&G and JHDaily readership data provided by Pulse Research, random sample general population telephone survey, Nov. 2014

## A. Display Advertising Rates *Per Column Inch, Net*

SAVE	5%	10%	15%	20%	25%	
<b>Section</b>	<b>Open</b>	<b>4 Weeks</b>	<b>13 Weeks</b>	<b>26 Weeks</b>	<b>48 Weeks</b>	<b>Non-Profit</b>
Main News	\$23.40	\$22.23	\$21.06	\$19.89	\$18.72	\$17.55
Scene	\$20.80	\$19.76	\$18.72	\$17.68	\$16.64	\$15.60
Valley/Sports	\$20.00	\$19.00	\$18.00	\$17.00	\$16.00	\$15.00

\* Minimum ad height is 2 inches

## B. Reserved Positions

**Advertisers requesting guaranteed or specific positions - please be advised:**

- Guaranteed positions and requests for ad placement apply to advertisers with contract frequency of 26 weeks or more
- Guaranteed positions and requests for ad placement are based on availability and granted with a 15% special handling charge added to space rate
- Location on page is subject to page design guidelines – ask your representative for details  
*Publisher makes every effort to grant reserved positions. If there is an error, Publisher's liability is limited up to the 15% special handling charge and advertiser will be credited up to this amount.*

## C. Contract Savings

SAVE	5%	10%	15%	20%
<b>Frequency Contract</b>	4 weeks (consecutive)	13 weeks	26 weeks	48 weeks
<b>Bulk Inches Contract</b>	256"-512"	513"-1024"	1025"-plus	ask for quote

## D. Special Classifications Rates

**Non-Profit:** For qualifying 501-(c)3 organizations, Open Section Rate less 25%.

**Political:** Open Section Rate less applicable contract rate, **pre-paid**.

## E. Free Standing Insert Rates

Acceptable finished size of insert must be 8.5"x11". Inserts beyond this size will be charged up to \$.05 per piece for folding and special handling. Add 2% to your desired quantity for quality assurance.

Weight of Insert	Cost per Piece
Up to 2.5 oz	\$.090
2.6-3.5 oz	\$.190
3.6 oz or more	ask for quote

## F. Color Rates

**Full Color:** \$175 per insertion / Spot Color (cyan, magenta or yellow) \$105 per insertion

**Contract Full Color Rate:** \$135 per insertion / \$11 per column inch A Section \$9 per column inch Valley, Sports & Scene

Jackson Hole News&Guide Advertising Deadline

All Sections Friday 4:00pm

## G. Easy Reference Rate Tables

Open Rate <i>cost per insertion</i>			
<b>Ad Size</b>	<b>A Section</b>	<b>Scene</b>	<b>Valley/Sports</b>
Eighth Page	\$187.20	\$166.40	\$160.00
Sixth Page	\$280.80	\$249.60	\$240.00
Quarter Page	\$374.40	\$332.80	\$320.00
Half Page	\$748.80	\$665.60	\$640.00
Full Page	\$1,497.60	\$1,331.20	\$1,280.00
4 Week Rate <i>(consecutive) cost per insertion</i>			
<b>Ad Size</b>	<b>A Section</b>	<b>Scene</b>	<b>Valley/Sports</b>
Eighth Page	\$177.84	\$158.08	\$152.00
Sixth Page	\$266.76	\$237.12	\$228.00
Quarter Page	\$355.68	\$316.16	\$304.00
Half Page	\$711.36	\$632.32	\$608.00
Full Page	\$1,422.72	\$1,264.64	\$1,216.00
13 Week Rate <i>cost per insertion</i>			
<b>Ad Size</b>	<b>A Section</b>	<b>Scene</b>	<b>Valley/Sports</b>
Eighth Page	\$168.48	\$149.76	\$144.00
Sixth Page	\$252.72	\$224.64	\$216.00
Quarter Page	\$336.96	\$299.52	\$288.00
Half Page	\$673.92	\$599.04	\$576.00
Full Page	\$1,347.84	\$1,198.08	\$1,152.00
26 Week Rate <i>cost per insertion</i>			
<b>Ad Size</b>	<b>A Section</b>	<b>Scene</b>	<b>Valley/Sports</b>
Eighth Page	\$159.12	\$141.44	\$136.00
Sixth Page	\$238.68	\$212.16	\$204.00
Quarter Page	\$318.24	\$282.88	\$272.00
Half Page	\$636.48	\$565.76	\$544.00
Full Page	\$1,272.96	\$1,131.52	\$1,088.00
48 Week Rate <i>cost per insertion</i>			
<b>Ad Size</b>	<b>A Section</b>	<b>Scene</b>	<b>Valley/Sports</b>
Eighth Page	\$149.76	\$133.12	\$128.00
Sixth Page	\$224.64	\$199.68	\$192.00
Quarter Page	\$299.52	\$266.24	\$256.00
Half Page	\$599.04	\$532.48	\$512.00
Full Page	\$1,198.08	\$1,064.96	\$1,024.00
Non-Profit <i>501-(c)3 Rates cost per insertion</i>			
<b>Ad Size</b>	<b>A Section</b>	<b>Scene</b>	<b>Valley/Sports</b>
Eighth Page	\$140.40	\$124.80	\$120.00
Sixth Page	\$210.60	\$187.20	\$180.00
Quarter Page	\$280.80	\$249.60	\$240.00
Half Page	\$561.60	\$499.20	\$480.00
Full Page	\$1,123.20	\$998.40	\$960.00

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.**

# PRINT SPECIFICATIONS

EFFECTIVE JANUARY 1, 2018

## DOCUMENTS

### COLORS:

Please use CMYK color profile  
(all other color profiles will be converted)  
Black 100% (no 4 color black)

### ACCEPTED FILE FORMATS:

1. **Acrobat Pro** PDF  
(please export PDF with "Press Quality" setting)
2. **InDesign** - Version CC 2017  
(InDesign file - fonts and images must be included)
3. **Illustrator** - Version CC 2017  
(Line art only, no embedded photos,  
text must be converted to outlines)

### UNACCEPTABLE FILE FORMATS

- Quark, Publisher and PageMaker
- Ads built in photoshop will result in lower quality reproduction and pixelation.

**NOTE:** Ads received digitally that do not comply with these specs may have to be adjusted for the best reproduction. You will be notified in advance of any changes made by your sales representative.

## COLOR & TYPE GUIDE

We strongly suggest that a high-end page layout program be used for file creation.

### PRINTING COLORS

We do not support Pantone or RGB colors. These colors will be converted to CMYK.

### DESIGNING WITH BLACK TEXT

Avoid using 4 colors to produce a 'rich' black. Color shifts can create unwanted hues and misregistration of type in newspaper print.

### TYPE STYLE & USAGE

For clarity and readability, 10 point type or larger is recommended in newspaper advertising design. Type smaller than 8 point is not recommended as readability is compromised. If color text is used, font size should be greater than 13 points.

### REVERSE TYPE

Type reversed out of color areas should be a minimum of 10 points. This allows for maximum readability.

## IMAGES

### PHOTOGRAPH COLOR SETTINGS:

1. All Photos must be at least 200dpi
2. Color images must be CMYK
3. Black and white must be grayscale.

### FILE FORMATS/SIZING:

All Photoshop formats will be accepted, though .pdf, .tif and .jpg formats are preferred.

Digital images should be sized at 100% of size used in ad. Images resolution should be between 200dpi - 250dpi.

### DOT GAIN

The important items to remember are:

1. Images will print 20-30% darker than what you see on the monitor.
2. B/W ink gain will be limited to black, while process color images gain on all 4 colors.
3. Shadow detail will generally be lost.

*Please tone your photos accordingly.*

## COMMON AD SIZES

### FULL PAGE IMAGE AREA

*JH News&Guide*  
10.167in wide x 15.833in high  
(no bleeds available)

*JH Daily*  
10.167in wide x 13.833in  
(no bleeds available)

### HALF PAGE IMAGE AREA

*JH News&Guide*  
10.167in wide x 7.833in high  
*JH Daily*  
10.167in wide x 6.833in

### QUARTER PAGE IMAGE AREA

*JH News&Guide*  
5in wide x 7.833in high  
*JH Daily*  
5in wide x 6.833in

### EIGHTH PAGE IMAGE AREA

5in wide x 3.833in high

## SENDING FILES

### UNDER 10 MB:

E-mail your advertising representative or adsales@jhnewsandguide.com

### OVER 10 MB:

To send a file via FTP, you must use an FTP program such as Fetch or Cyberduck for Mac, or cuteFTP or FileZilla for Windows.

- Use only SFTP
- Address is 162.248.128.92
- Port 2222 (If your FTP software does not have a field for the port, you may be able to enter the address as 162.248.128.92:2222)

username: newsandguide  
password: newsandguide

The first time you connect, you might get a dialog box about security or a key. Just say OK; this should not appear on subsequent connections.

You should now see a list of files. You can place your file here. Please zip your files before placing them on the FTP site.

## BILLING POLICY

Advance payment for advertising is required for new accounts, political, and out-of-county advertisers.

### CREDIT ARRANGEMENTS ARE AVAILABLE ON THE FOLLOWING TERMS:

1. Established business for minimum of 6 months, completed and approved credit application.
2. Payment terms - 30 days net. Accounts with balances beyond 90 days require payment in full before resuming advertising schedule.

### ERRORS

Errors within ads should be reported immediately. Publisher's liability shall not exceed the cost of space involved, including ads ordered and omitted. Publisher will promptly adjust errors.

*Logos, artwork and advertisements created by the newspaper for publication can be made available for other commercial uses at prevailing market rates. Ask for details.*

**NOTICE:** By advertising in the Jackson Hole News&Guide or Jackson Hole Daily, the advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of privacy resulting from the publication of the advertiser's advertisement.