



NEWSPRINT ADVERTISING RATES

EFFECTIVE JANUARY 1, 2026

Jackson Hole News & Guide

PUBLISHES WEDNESDAYS



78% market penetration among adults age 35+ reaching the most established residents in Teton County, WY



Average Reader:
35+ years old
annual income of **\$113,635**
resident for **28 years**



PAID average weekly readership of **14,754 adults** in Teton County, WY



34 minutes average time spent reading each issue

Easy Reference Rates

Ad Size	OPEN RATE		NONPROFIT		5% OFF 4 WEEKS		10% OFF 13 WEEKS		15% OFF 26 WEEKS		20% OFF 48 WEEKS	
	Placement		Placement		Placement		Placement		Placement		Placement	
	A Section	Valley/Sports/Scene	A Section	Valley/Sports/Scene	A Section	Valley/Sports/Scene	A Section	Valley/Sports/Scene	A Section	Valley/Sports/Scene	A Section	Valley/Sports/Scene
Eighth	\$356.00	\$299.20	\$292.00	\$246.40	\$343.20	\$288.64	\$330.40	\$278.08	\$317.60	\$267.52	\$304.80	\$256.96
Quarter	\$727.00	\$562.40	\$546.00	\$456.80	\$648.40	\$541.28	\$622.80	\$520.16	\$597.20	\$499.04	\$571.60	\$477.92
Half	\$1,239.00	\$984.80	\$930.00	\$773.60	\$1,134.80	\$942.56	\$1,083.60	\$900.32	\$1,032.40	\$858.06	\$981.20	\$815.84
Full	\$2,263.00	\$1,829.60	\$1,698	\$1,407.20	\$2,107.60	\$1,745.12	\$2,005.20	\$1,660.64	\$1,902.80	\$1,576.16	\$1,800.40	\$1,491.68

Other ad sizes available. Ask your sales representative for more details.

SAVE

Enjoy discounts up to 20% with an annual contract.

5% 4 weeks

10% 13 weeks

15% 26 weeks

20% 48 weeks

Add the Jackson Hole Daily to enjoy greater savings.

Jackson Hole News&Guide Advertising Deadline

All Sections	Friday 4:00pm
Materials & Space	Friday 4:00pm

Ad space reservations are firm orders and may be canceled at any time prior to published deadlines. Cancellations after deadline will be charged at 50% of space cost.

Free Standing Insert Rates

Acceptable finished size of insert must be 8.5"x11". Inserts beyond this size will be charged up to \$1 per piece for folding and special handling. Add 2% to your desired quantity for quality assurance.

Color Rates

B/C/D Sections - Contracted Full Color Rate: \$140 per insertion

A Section - Contracted Full Color Rate: \$162 per insertion

Ad costs above include color.