



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.

Special Classifications Rates

Jackson Hole News&Guide

Non-Profit

25% 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.



consumers say our newspaper has the strongest influence on their buying decisions by nearly a 4 to 1 margin over local radio, direct mail, social media and websites.

Jackson Hole Daily

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.

Non-Profit

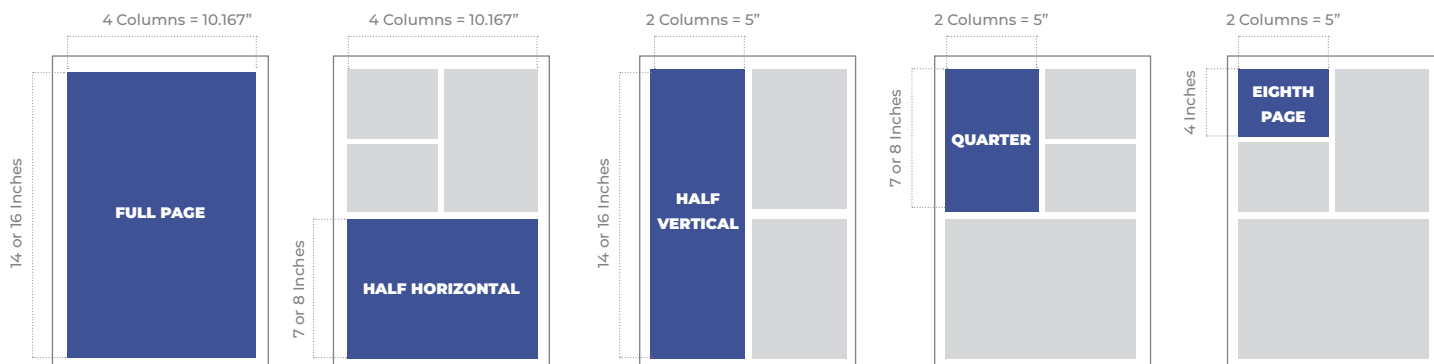
35% discount off Open Rates for qualifying 501-(c)3 organizations

Political

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

Common ad sizes & proportions at a glance*

*Size examples are for reference only. Exact design dimensions and templates available upon request.



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.

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:

- Established business for minimum of 6 months, completed and approved credit application.
- 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.



NEWSPRINT

DESIGN & PRODUCTION

BEST PRACTICES AT A GLANCE



USE CMYK

Newsprint does not support Pantone or RGB colors. These colors, if used, will be converted to the appropriate CMYK percentage breakdown. Colors will not match Pantone or RGB upon reproduction.



RICH BLACK

Using 4 colors (C M Y & K) to produce a 'rich' black is unacceptable. Color shifts can create unwanted hues, and mis-registration of type becomes much more visible. Create Blacks and Grays with values of the K (Black) ink only.



PRESS QUALITY IMAGE RESOLUTION

Effective resolution for newsprint images is **200 DPI**. Higher resolution only increases file size, dot gain and will not improve look of the printed material. Conversely, a resolution lower than 150 will affect the look of an image. The lower the resolution the more 'pixelated' an image will look.



TOTAL INK LIMIT OVER 220%

Newspaper printing is a 'non-heatset' offset process. It requires a maximum scanning density of 220%. This means, in the darkest area, when the percentages of Cyan, Magenta, Yellow & Black are added together the sum is at 220 or less.

templates and design guidelines available for download [here](#)

Efficient and affordable advertising solutions

delivered to businesses of all sizes



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