

NEWSPRINT ADVERTISING RATES

EFFECTIVE JANUARY 1, 2026

Jackson Hole Daily

PUBLISHES MONDAY – SATURDAY



The leading local advertising medium with **87% market penetration**



Average Daily Readership of
16,511 adults
in Teton County, WY



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



Readership grows dramatically
during summer and winter seasons with increased circulation at restaurants and hospitality locations.

Rates & space reservations are for a minimum of 3 days in a given week.

AD SIZE	COST PER DAY	NONPROFIT ROLLOVER RATE	5% OFF 4 WEEKS	10% OFF 13 WEEKS	15% OFF 26 WEEKS	20% OFF 48 WEEKS
			Cost Per Day	Cost Per Day	Cost Per Day	Cost Per Day
Eighth	$168.00	$124.60	$161.80	$155.60	$149.40	$143.20
Quarter	$294.00	$218.05	$283.15	$272.30	$261.45	$250.60
Half	$524.00	$372.10	$502.30	$480.60	$458.90	$437.20
Full	$885.20	$606.88	$845.44	$805.68	$765.92	$726.16

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

All ad costs include color. Black & white options available.

Free graphic design services included.

Single day insertion option available at $32pci space + $13pci color, max of $140 • Minimum ad height is 2 inches

SAVE

Get discounts with frequency! Rollover and advertise in both publications with a six day minimum.

RECEIVE 35% OFF Daily Rates when you advertise in both papers!

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.*

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

1225 Maple Way | Jackson, WY 83001 | 307.733.2047 | www.jhnewsandguide.com | adsales@jhnewsandguide.com | Publisher: Adam Meyer

a TETON mediaWORKS publication

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

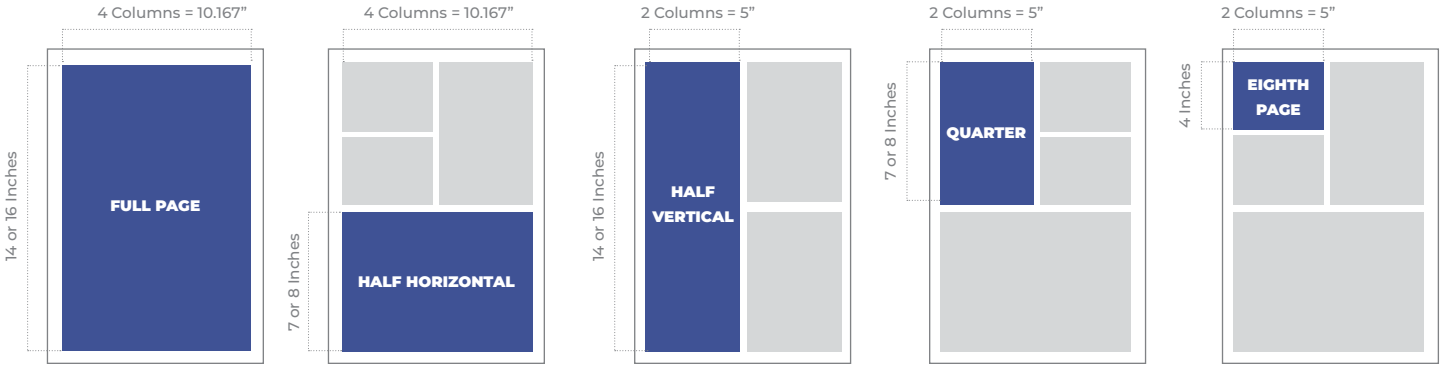
News&Guide Rollover
To qualify for the Rollover Discount, the minimum ad schedule is 6 days combined with one News&Guide ad of equivalent size; 35% off the Open Rate for ad size.

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 handing 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



KAREN BRENNAN
DIRECTOR OF ADVERTISING
307.739.9541
Karen@JHNewsAndGuide.com

TOM HALL
DIRECTOR OF OPERATIONS & SALES
307.739.9540
Tom@JHNewsAndGuide.com

VICTOR MAJOR
MULTIMEDIA SALES MANAGER
307.732.7075
Victor@JHNewsAndGuide.com

TIM WALKER
MULTIMEDIA SALES MANAGER
307.732.5910
Tim@JHNewsAndGuide.com

TATUM MENTZER
DIGITAL CAMPAIGN MANAGER
307.732.2047
Tatum@JHNewsAndGuide.com

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