

TOTAL
AUDIENCE
31,599
PRINT & ONLINE



AVERAGE
PAID CIRCULATION
(PRINT)
2,397



TOTAL PRINT
READERSHIP
5,513



MEDIA KIT 2016



Providing business solutions that drive results

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208-354-8101

AVERAGE MONTHLY
**ONLINE PAGE
VIEWS**
77,729



FACEBOOK LIKES
3,200+
AND COUNTING!



AVERAGE MONTHLY
UNIQUE VISITORS
19,702
TO TETONVALLEYNEWS.NET



MOBILE USERS
7,821

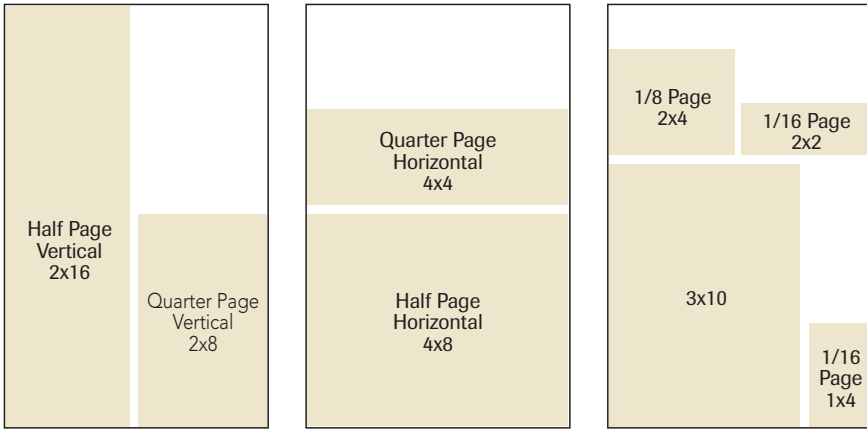
AVERAGE MONTHLY
MOBILE SESSIONS
28,819



FREQUENCY DISCOUNTS

COLOR Size	DIMENSIONS Column inches	Open	4 WEEKS SAVE 5%	13 WEEKS 15%	26 WEEKS 25%	52 WEEKS 35%	NON-PROFIT 25%	B&W
Sixteenth Page	1x4 2x2	\$70	\$66	\$60	\$56	\$50	\$56	-\$12
Eighth Page	2x4 1x8	\$130	\$122	\$110	\$100	\$90	\$104	-\$24
Quarter Page	2x8	\$242	\$230	\$210	\$192	\$172	\$193	-\$46
Half Page	4x4 4x8 2x16	\$468	\$450	\$410	\$374	\$336	\$374	-\$90
Full Page	4x16	\$872	\$838	\$768	\$698	\$628	\$694	-\$172
Custom Size	(per inch pricing)	\$17	\$16	\$14	\$13	\$11	\$14	-\$3/ci

FREQUENTLY USED AD SIZES



AD SIZES IN INCHES (Width x Height)

- 4x16..... 9.833" x 15.66"
- 4x4..... 9.833" x 3.794"
- 4x8..... 9.833" x 7.752"
- 3x10..... 7.333" x 9.731"
- 2x16..... 4.833" x 15.66"
- 2x8..... 4.833" x 7.752"
- 2x4..... 4.833" x 3.794"
- 2x2..... 4.833" x 1.815"
- 1x4..... 2.333" x 3.794"

DEADLINES

Space reservation & ad copy due **Friday at 5 p.m.**
 Print-ready ads due **Tuesday at 5 p.m.** No proofs will be provided for late ads.

- Custom ad sizes are available at a per column inch rate as noted above.
- **Guaranteed positions** and requests for special placement are based on availability with a 25% surcharge. Location on page is subject to page design guidelines.
- **Ads cancelled** after deadline will be charged a late pull fee of 25% of the cost of the ad.
- Have your ad placed in our **ELEVATED** section and reach more readers. A 20% premium surcharge will be applied to rates.
- **Political/Civic** – Political candidates, parties and groups are eligible for a 15% discount. Ads must be clearly labeled as paid advertising and contain the name of the individual or group paying for the ad. Ads must be pre-paid.

PLACE YOUR AD ONLINE FOR AS LITTLE AS **\$25 PER WEEK**

OTHER PRODUCTS AND SERVICES

MARKETPLACE

Where our readers turn when looking for service-related businesses. Essential for small business owners.

Size	BW	Color
Small.....	\$15	\$20
Large.....	\$25	\$30

- Rates are per week with an 8-week min run
- Free basic on-line listing
- Pre-payment required



SPONSORSHIPS

Advertise weekly or monthly in our most popular spots – \$50 per week

- Athlete of the Week
- Puzzle page
- Sheriff's Log
- Pet Page
- Weather

INSERTS/PREPRINTS

Delivered for less than postage. Sales flyers, circulars, brochures – can be inserted into the TVN.

- \$90 per 1,000 (cpm)
- Preprints qualify for frequency or contact discounts.
- Size: Minimum 5.3" x 5.5" Maximum 8.5" x 11" Anything larger must be quarter folded
- Call for delivery instructions.

CUSTOM PRINTING

We can design, coordinate, print, deliver and insert commercial print projects

DIRECT MAIL

Call for more detailed information and pricing on any of the above products and services.

DIGITAL/ONLINE Banner ads are the core of online advertising, and are a proven way to build your brand, boost sales and drive traffic to your website.

Corner Peel

500x500 pixels

Animated to reveal full ad

\$75/day
\$295/week

Leaderboard 728 x 90 pixels. Placed at the top of each page at eye level for immediate results.

\$300

Expanding Billboard (home page only)

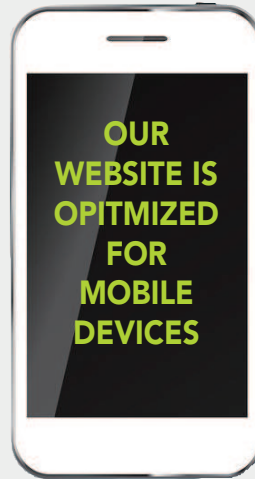
\$99/24 hours
\$150/48 hours

Medium Box

\$300

300 x 250 pixels
Featured in the body of stories or on right. Staple for brand building, driving response.

All rates are monthly.
Weekly rates available.



Big Box

300 x 600 pixels

Make a splash with the biggest ad available on tetonvalleynews.net

\$325

Small-Banner 468 x 90 pixels

\$225

Featured in the body of the web page



Bulletin Board \$25/wk.

Discounts: 3 mo/15% | 6 mo/25% | 12 mo/30%
25% nonprofit discount applies

Accepted file formats: Flash, Gif, JPEG, HTML



Includes print listing \$99/mo.

ONLINE



Engineered to get your business to the top of search results.

- **Proven SEO** (Search Engine Optimization)

Enhanced Listing

- Custom Microsite: Multiple page listing advertising your products, services, hours of operation, testimonials, coupons and unlimited photos.
- \$125/mo—Small ad
\$135/mo—Large ad
Includes print Marketplace ad in weekly paper.

Basic Listing

- Business name, map, address and contact information
- FREE



SOCIAL MEDIA

Reach an entirely new pool of prospective customers. The TVN can provide FB promotions for your business or event on a pay-per-blast basis or as part of an overall marketing campaign.

- Sponsored Post – reach 3,165 – fans of TVN facebook page
- \$40 per blast
- \$20 per blast if bundled with a display or online banner ad

BUNDLES – get the most out of your advertising budget by including both print and digital components to your plan. Discounts apply:

- **Dine Out** – \$99/month – includes your logo and listing in our weekly paper AND in our online Dining Out menu guide
- **Business Builder** – Offered to new advertisers or businesses who have not advertised in the last 12 months. This program offers highly discounted rates with a combination of print, online, advertorial and frequency.

NICHE PRODUCTS

MAGAZINES

Target your message to specific groups of consumers with our topic or event special sections. These exclusive publications offer high readership with a targeted focus for your ads. Mass distribution on both sides of the Teton.

The Local's Guide to Teton Valley.....March New! Provides a little of everything for residents. History, important people, guide to services, contact information and business directory – all in one.

Get Out!.....June & Nov. A semi-annual glossy magazine featuring seasonal recreational activities, music and entertainment, maps, dining and local interest stories. Get Out! provides businesses a great return on their advertising investment with affordable rates, wide distribution throughout the Teton/Yellowstone/Jackson region and it's 6+ long shelf life!

Health & Wellness.....September Magazine focusing on healthy living, fitness, wellness, nutrition and new medical technologies to support the Teton lifestyle.

Sport and Recreation Guide.....Feb. An all-inclusive guide to sports programs and leagues and activities in the Valley for both youth and adults. Distributed to all schools, government offices, retail outlets and to the individual programs to promote and inform our community of all it has to offer.



SPECIAL SECTIONS

- Volunteers
- Women of Teton Valley
- Home & Garden
- Graduation
- 4th of July/Celebrate America
- Back to School
- Teton County Fair
- Fall Sports Preview
- Breast Cancer Awareness
- Holiday



COMPLIMENTARY SERVICES

The services below are made available at no extra charge to advertisers.

- **Ad design, layout & copywriting assistance**
The TVN will assist advertisers with layout and copywriting ideas as well as speculative layouts and theme development as time and resources permit.
- **Proof & Tearsheet Requests**
All ads will be e-mailed or given to clients for proofing and approval. Advertisers may request

that a proof be emailed or delivered to their place of business.

- **Co-Op Advertising**
We can help identify co-op programs and actual dollars available. Co-op can help you plan larger or more frequent ads for your best selling products. We can assist you in processing your co-op claims.

PLEDGE TO OUR READERS

Credibility is the cornerstone of our business. The Teton Valley News acknowledges and respects the difference between independently produced news and

editorial content and pages offered for sale. Consequently, the newspaper's editor, reporters and publisher operate independent of any commercial considerations. No

assignments are made or not made on the basis of an advertising relationship; from inside or outside the TVN.

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