



TETON VALLEY NEWS

empowering the community



MEDIA KIT

2018

Published weekly on Thursdays, 52 weeks a year

TETON VALLEY NEWS 75 N. Main, Driggs, ID 83422 | 208.231.8747 • tetonvalleynews.net

The TVN offers a full range of digital products and services to fit any marketing need and budget. Not only can we provide exposure for your business on our mobile optimized website (www.tetonvalleynews.net) but we can provide programmatic ad buys that utilizing tactical strategies via audience extension, site and search retargeting to specific websites and demographics.

BANNER ADS

Served across our desktop and mobile platforms, banner ads are a proven way to boost sales, build your brand and drive traffic to your website.

AUDIENCE EXTENSION & RETARGETING

Target your audience across geo-targeted desktop sites Site & Search retargeting - gain new customers and grow your business by placing your digital ads in front of local customers that have visited your website or expressed interest in your product or services

CONTEXTUAL

Serve your ad alongside relevant topics as they appear in websites.

MOBILE & APP

Reach mobile users on websites and apps within a specific Designated Market Area (DMA)

HYPERLOCAL MOBILE

Choose hyper-local targets and serve ads to mobile users within a radius or radii.

WEBSITE RETARGETING

Serve your ad to a whitelist of websites (Automotive, Sports, News, etc...)

CONTENT MARKETING

(Sponsored Content/Native Advertising)
Inform readers on your products and/or services with content based information vs. traditional banner advertising. Sponsored content is strategically placed with original editorial content on the page. This content is highly shareable and enjoys 32% higher click thru rates than banner ads.

SOCIAL MEDIA

Reach an entirely new pool of prospective customers with FB posts to our 3,900+ followers.

\$50 per post 30 per post when included with display or digital advertising

LEADERBOARD	728 x 90 pixels. Placed at the top of each page at eye level for immediate results.	\$325/mo.
EXPANDING BILLBOARD	(home page only)	\$99/24 hours
MEDIUM BOX	300 x 250 pixels Featured in the body of stories or on right rail. Staple for brand building, driving response.	\$150/48 hours \$300/mo.
BIG BOX	300 x 600 pixels Make a splash with the biggest ad available on tetonvalleynews.net	\$350/mo.
Dine Out		\$95/mo.
Content / Sponsored Bulletin Board		\$25/wk. w/Display Ad \$50/wk. Digital Only

WEEKLY RATES AVAILABLE
ACCEPTED FILE FORMATS: Flash, Gif, JPEG, HTML

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

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 Tetons.

Sport and Recreation Guide February

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.

GET OUT June & November

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 more than six months on the shelf.



GET OUT Ad Pricing	
1/3 page.....	\$600
1/2 page.....	\$900
Full page.....	\$1,500
Inside Full Page..	\$1,900
Back Cover.....	\$2,200

SPECIAL SECTIONS

- March: Teton Tails (Pets)
- July: 4th of July
- October: Best of Teton Valley
- August: Teton County Fair
- October: Women of Teton Valley
- October: Fall Sports Preview
- April: Food & Fork
- December: Holiday
- May: Graduation



EVENTS The Best of Teton Valley | The Turkey Trot 5k Race

OTHER PRODUCTS AND SERVICES

CUSTOM PRINTING

- Brochures
- Magazines
- 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.

DISPLAY

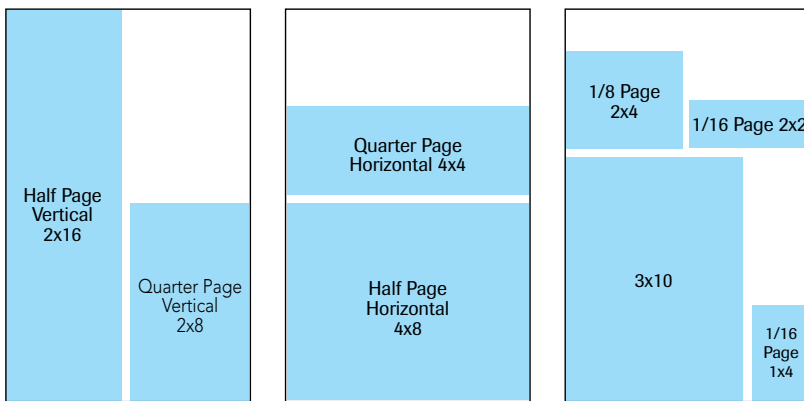
Frequency builds awareness. Awareness builds familiarity. Familiarity builds trust.

FREQUENCY DISCOUNTS

COLOR Size	DIMENSIONS Column inches	Open	4 WEEKS SAVE 10%	13 WEEKS 15%	26 WEEKS 20%	52 WEEKS 30%	NON-PROFIT 25%	DEDUCT FOR B&W RATE
Sixteenth Page	1x4 2x2	\$79	\$66	\$65	\$62	\$61	\$60	(-\$14)
Eighth Page	2x4 1x8	\$144	\$125	\$120	\$114	\$112	\$110	(-\$26)
Quarter Page	2x8 4x4	\$267	\$232	\$221	\$211	\$209	\$200	(-\$48)
Half Page	4x8 2x16	\$516	\$448	\$428	\$408	\$403	\$388	(-\$92)
Full Page	4x16	\$956	\$829	\$793	\$756	\$745	\$720	(-\$174)
Custom Size	(per inch pricing)	\$20	\$16	\$14	\$13	\$12	\$14	(-\$4/ci)

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

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 **MONDAY** 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.
- **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.

OTHER

SPONSORSHIPS

Advertise weekly or monthly in our most popular spots

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

\$50 per week

DIRECT MAIL

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

MARKETPLACE

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

Size	BW	Color
Small.....	\$17	\$22
Large.....	\$28	\$32

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



COMPLIMENTARY SERVICES

AD DESIGN • TEAR SHEETS • CO-OP ADVERTISING

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.

ADVERTISING GUIDELINES

The following are the basic guidelines for advertising placed in the TVN. Please refer to your advertising contract or invoice for complete terms and conditions.

POLICIES & PROCEDURES

ELECTRONIC AD BACKUP

Advertising agencies and individuals are responsible for maintaining back-up copies of electronic ads submitted to the TVN. The TVN only backs up ads created in-house.

BROKERED ADVERTISING NOT ACCEPTED

Advertising contracts and rates are for individual advertisers. Persons or agencies cannot purchase a volume contract for display space or preprints and resell to multiple advertisers. Advertisers, including for-profit event, may not include other business logos in ads.

CREDIT, BILLING AND PAYMENTS

Terms are payment with submission of copy, unless credit has been approved in advance. We will accept payment with VISA or Mastercard while credit is being established. Advertising purchased on credit is due and payable the 10th of each month following publication. All personal, political, charitable and going-out-of-business advertisements require payment in advance. All out of state advertisers shall be cash-with-copy, unless credit has been approved. Advertising privileges may be suspended if an account becomes past due.

CHANGING OR REJECTING COPY

On occasion, it may be necessary or appropriate for the newspaper, in its discretion, to change or reject advertising copy, with or without the advertiser's approval. The newspaper has the right to place the designation "Advertisement" above any ad. The newspaper reserves the right to refuse advertising for any or no reason.

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.

CONTACTS

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