



2019 MEDIA KIT

TETON VALLEY NEWS

empowering the community



TOTAL
AUDIENCE
31,599
PRINT & ONLINE

TARGET YOUR
AUDIENCE
BY MARKETING
ACROSS MULTIPLE
PLATFORMS



AVERAGE MONTHLY
UNIQUE VISITORS
19,702
TO TETONVALLEYNEWS.NET

AVERAGE MONTHLY
ONLINE PAGE
VIEWS
77,729



FACEBOOK LIKES
5,600+
AND COUNTING!

MOBILE USERS
7,820+

AVERAGE MONTHLY
MOBILE SESSIONS
28,819



TOTAL PRINT
READERSHIP
5,513

AVERAGE WEEKLY
PAID CIRCULATION
2,397



75 N. Main
Driggs ID 83422



208.231.8747



tetonvalleynews.net



Published Wednesdays
52 weeks a year



DIGITAL ADVERTISING:



POP UP ADS

RETARGETING

SOCIAL MEDIA

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...)

SOCIAL MEDIA

Reach an entirely new pool of prospective customers with Facebook posts to our 5,600+ followers.

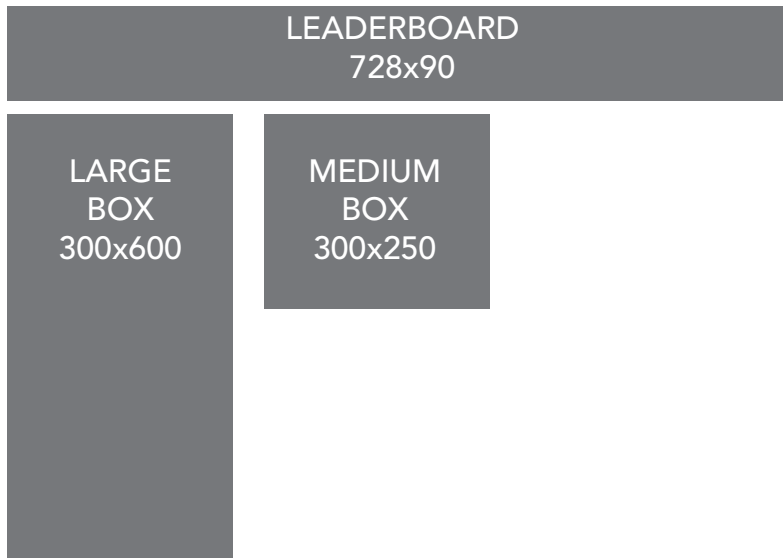
\$50 per post

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

SUPPLIED ART

ACCEPTED FILE TYPES: Flash, Gif, JPEG, HTML. Must be in RGB, web safe colors

DIGITAL AD SIZES & PRICING:



AUDIENCE EXTENSION Pricing and sizes variable

\$325/mo. LEADERBOARD 728 x 90

\$300/mo. MEDIUM BOX 300 x 250

\$350/mo. LARGE BOX 300 x 600

3 mo/15% | 6 mo/25% | 12 mo/30%

25% nonprofit discount applies

WEEKLY RATES ALSO AVAILABLE



Audience extension packages are custom tailored to each client. You can target a specific demographic, be as specific, age, gender, income, hobbies, or as generic as zip code. Reach more than 100,000 unique viewers in 60 days.

DISPLAY ADVERTISING:

FREQUENCY BUILDS AWARENESS

AWARENESS BUILDS FAMILIARITY

FAMILIARITY BUILDS TRUST

Rate Guide

Prices are per column inch.

Size	OPEN RATE	4 WEEK RATE	13 WEEK RATE	26 WEEK RATE	52 WEEK RATE	NON-PROFIT	DEDUCT B&W
Up to 4"	\$13.43	\$11.22	\$11.05	\$10.54	\$10.37	\$10.20	-\$2.38
5" - 8"	\$12.24	\$10.63	\$10.20	\$9.69	\$9.52	\$9.35	-\$2.21
9" - 16"	\$11.35	\$9.86	\$9.39	\$8.97	\$8.88	\$8.50	-\$2.04
17" - 32"	\$11.03	\$9.52	\$9.10	\$8.68	\$8.57	\$8.25	-\$1.96
33" +	\$10.16	\$8.81	\$8.43	\$8.03	\$7.92	\$7.65	-\$1.85

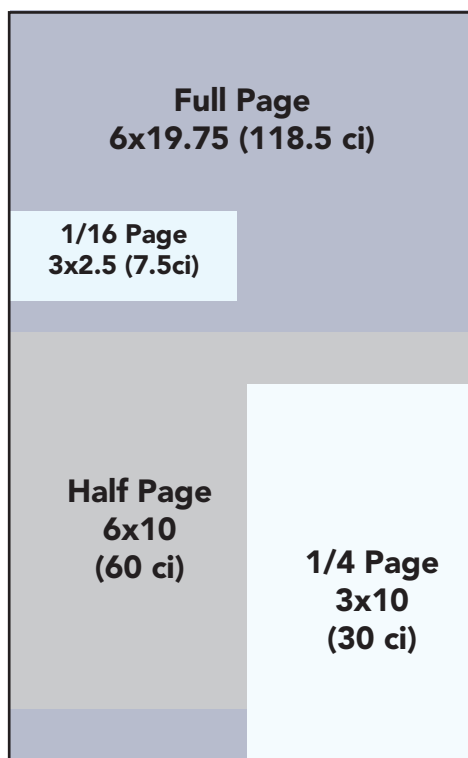
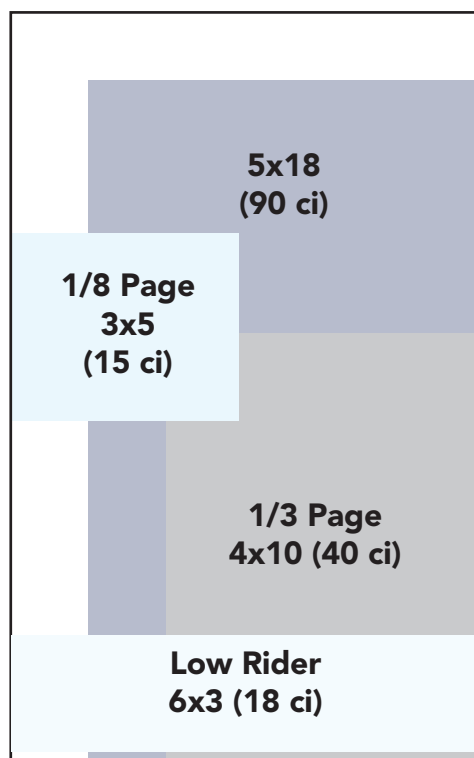
DEADLINES: Published Wednesdays 52 weeks a year. Space reservation & ad materials due Thursday by 5pm. Print-Ready Ads due Friday by 5pm. No proofs provided for late ads.

FREQUENTLY USED AD SIZES

Full page = 118.5"
Half page = 60"

Third page = 40"
Quarter page = 30"

Eighth page = 15"
Sixteenth page = 7.5"



MECHANICAL REQUIREMENTS

	Standard Page	Retail Display	Classified Display
Width of Page	6 Columns	9 Columns	9 Columns
Depth of Page	19.75"	19.75"	19.75"
1 Col. Width	1.48"	1.03"	1.03"
2 Col. Width	3.15"	2.13"	2.13"
3 Col. Width	4.82"	3.23"	3.23"
4 Col. Width	6.49"	4.33"	4.33"
5 Col. Width	8.16"	5.43"	5.43"
6 Col. Width	9.83"	6.53"	6.53"
7 Col. Width	n/a	7.63"	7.63"
8 Col. Width	n/a	8.73"	8.73"
9 Col. Width	n/a	9.83"	9.83"
Double Truck	21.07"	21.07"	21.07"
Full Page	9.83" x 19.75"	9.83" x 19.75"	9.83" x 19.75"



Guaranteed placement is based on availability for a 25% surcharge. 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 candidates and civic groups are eligible for a 15% discount. Ads must be pre-paid & clearly labeled as paid advertising with the name of the payee.

DISPLAY ADVERTISING:

SPECIAL SECTIONS

TETON VALLEY MARKETPLACE

MAGAZINES



SPECIAL SECTIONS & MAGAZINES

Health & Wellness	January 24
Sports & Recreation	February 12
Womens Issue	March 5
Teton Table	April 29
Graduation	May 16
Get Out Summer	June 3
4th of July	July 4
Teton County Fair Book	July 4
Back to School	August 26
Best of Teton Valley	October 7
Get Out Winter	November 4
Holiday Special	December 26



MARKETPLACE

Essential for small business owners, this is where our readers look for service-related businesses.

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

- Rates are per week with an 8-week minimum run
- Free basic online listing
- Pre-payment required



Carolyn Keefe
ckeefe@tetonvalleynews.net



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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 events, 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.

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. Logos, artwork and advertisements created by the newspaper for publication can be made available for other commercial uses at prevailing market rates. Ask for details.

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.

CONTACTS

Advertising Sales Assistant

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