

2019 PREPRINT INSERTION RATES

Single Sheet	\$70.00
4T/2J	\$110.00
8T/4J	\$116.00
12T/6J	\$122.00
16T/8J	\$128.00
20T/10J	\$134.00
24T/12J	\$140.00
28T/14J	\$146.00

REACH TOTAL MARKET COVERAGE

Run your preprint at minimum quantity of 10,000 in the Casper-Star-Tribune and add the Casper Journal in unduplicated quantity from 6,000 to 12,000.

Rates are C.P.M.

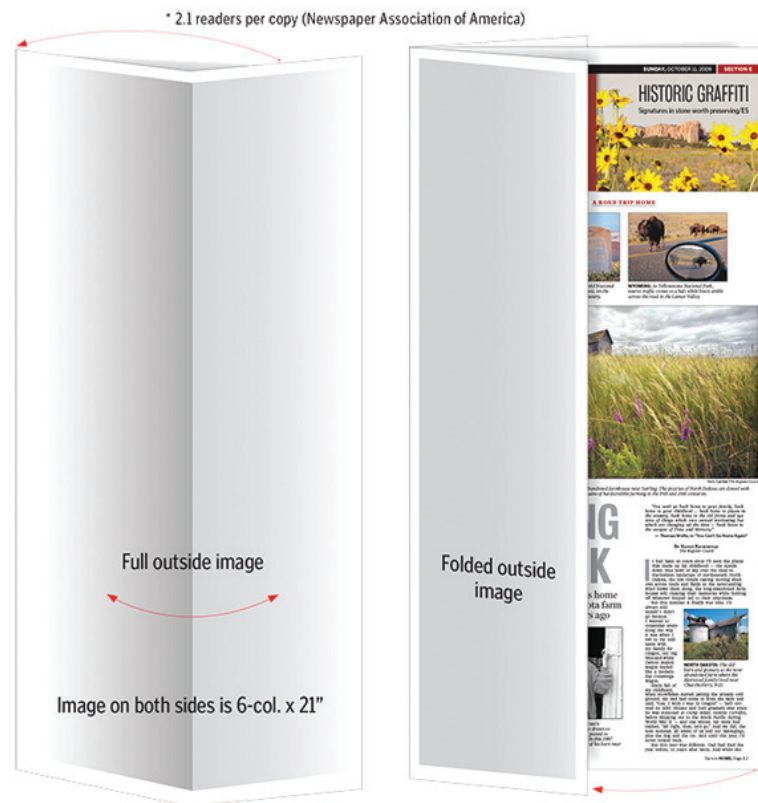
SPADEA

A spadea or spadia (also "spadea fold") is a separately printed, unbound broadsheet that is folded around the A section of the newspaper and around one of its inside sections (B or C). Appearing as a flap over the front and back.

SPADEA RATE

Front and Back Page:
\$4,500 retail
50% discount for pickups in the B or C section

***Frequency & Contract rates available.
Call advertising director at 307-266-0659 for details***



RETAIL

ADVERTISING RATES 2019-2020



Casper's News Source

PRINT, CLASSIFIED, ONLINE, APPS, MOBILE

Contact us for more information
(307) 266-0569



EVERY HOUSE. EVERY WEEK.

Providing solid solutions to market small businesses in central Wyoming.

LEGAL ADVERTISING

\$12 per column inch, \$10 per affidavit. Includes print publication required by statute plus republication online.

WYOMING PRESS ASSOCIATION

A 2 column x 2" advertisement can be published in all Wyoming Press Association newspapers, with a statewide readership of 420,000, for \$480 per insertion. A 2 column x 4" advertisement can be published for \$1,200 per insertion. Deadline for WPA ads is one week prior to publication. A limited number of WPA ads are sold on a first-come, first-served basis each week.

RATES PER WEEK*

	1 to 13 weeks	14to26 weeks	27to38 weeks	39to51 weeks	52 weeks
1-33 inches	\$8.00	\$7.20	\$6.80	\$6.40	\$5.00
33-65 inches	\$7.00	\$6.30	\$5.95	\$5.60	\$4.38
66-97 inches	\$6.00	\$5.40	\$5.10	\$4.80	\$3.75
98-118.5 inches	\$5.00	\$4.50	\$4.25	\$4.00	\$3.31

*Ads will be billed at contracted earned rates from the first publication. In the event of early termination of a contract, previously published ads will be adjusted and payable at the actual earned rate outlined above. Creative services apply. See sales rep for details.

Examples: 2x2 ad 1 week= 4 col inches x \$8 = \$24 per ad
2x2 ad 52 weeks= 4 col inches x \$5 = \$20 per ad
2x2 ad running 52 weeks= \$1,040 total commitment

*Rates are for consecutive week advertisers.
*Dollars shown are per column inch.
*Full process color is included in all 52-week packages.

MARKET SHARE PACKAGES

Our market share package allows you to plan for the future by reinforcing your value at a time your competitors may be pulling back. Major benefits of our market share programs are consistent branding, keeping your call to action in front of your customers and positioning your business for the economic recovery.

Uncertain times call for very certain rates and value. Our MARKET SHARE PACKAGES offer consistent, value-priced and customer-focused advertising to build credibility and make you the "go-to" business in your market. Becoming the perceived expert will prevent losing customers to your more aggressive competitors and allow you to steal market share from those who have cut back. Maintaining market identity costs less than rebuilding it later on.

"MY CARD"

\$25 per week,
4-week minimum
\$22 per week,
13-week contract
\$18 per week,
52-week contract

HAPPY ADS & MEMORIAMS
\$15 per column inch

OBITUARIES
Contact your Casper Journal advertising consultant.

RETAIL COLUMN WIDTHS

	PICAS	INCHES
1 Column	9p4	1.5556"
2 Column	19p4	3.2222"
3 Column	29p4	4.8889"
4 Column	39p4	6.5556"
5 Column	49p4	8.2222"
6 Column	59p4	9.8889"

78.5% frequently purchase products or services from Casper Journal ads.

*Source: 2009 CVC Audit

AD CREATION IS INCLUDED :

Standard layout, design, typesetting and production services are included with the placement of an advertisement.

DIGITAL CONNECT :

All customers who run a display ad will receive Digital Connect. Digital Connect aligns your print advertising with your digital strategy by converting your existing print ads into powerful digital content. This SEO enhancement ad platform is fully responsive for desktop, mobile, and tablet. All of this is designed to not only give you a better digital presence, but also to strengthen and extend the lifespan of your print advertisements. All for only \$89 per month.

CUSTOM DESIGN/ARTWORK:

Commercial Graphic Production:
\$75.00 per hour

ART:

Photoshop files should be saved at the size they will be placed in the ad, resolution of 240 dpi for color and 180 dpi for grayscale. Save files as jpg. In the jpg options dialogue box select 12 for quality and select Maximum. Format Options: choose "Baseline Optimized." Size: @28.8Kbps. Check preview box please! We will also accept eps files with binary encoding and tif files using LZW compression. When toning black and white photos, plan for a 30% dot gain from our press. When toning photos in-house, we set the lightest highlight area to 0-1% black and set the darkest shadow area to 75-78% black. All color art MUST BE CMYK (no 4-color black, or spot, index, RGB or duotone colors).

SPECS FOR ELECTRONIC ADS:

PDF FILES are our preferred type of file. Make sure all fonts are embedded and images are grayscale for black and white ads, or CMYK for spot or full color ads. Black must be grayscale vs. CMYK black.

LIVE ADS:

INDESIGN, ILLUSTRATOR & PHOTOSHOP

Please include all placed art and all fonts used in the document. In Illustrator, convert all fonts to paths/outlines. All colors must be CMYK.

E-MAIL:

CLASSIFIED ADS: classified@trib.com

RETAIL ADS: advertising@trib.com Include the following information for e-mail:

NAME & CONTACT INFORMATION

NAME OF BUSINESS, AD SIZE, RUN DATE, SALES CONSULTANT'S NAME

Email a copy of the ad you are sending for comparison purposes or provide us with a color proof if the ad is color.

FTP SITE:

For instructions to upload large files, call 266-0500 and ask for the advertising director.

PLACEMENT

Placement requests are accepted. Guaranteed placement for an additional 25%.

DEADLINES

Display Legals:

Noon Wednesday prior to publication

Display Advertising:

Noon Wednesday prior to publication

Classified Advertising:

Noon Wednesday prior to publication

Display ads are a minimum of 1 column x 1" in depth. Additional increments of 1/4" unless otherwise noted by category.

Policies

ACCEPTABILITY: The right to classify, revise, edit, or reject any advertisement is reserved by the Publisher.

ERRORS IN PUBLICATION: It is agreed the Casper Star-Tribune Communications is not to be held responsible for errors in publication, except where corrections marked on the advertising proof by the Advertiser have not been properly made, and then only for republication of that part of the advertisement affected by the error. It is agreed that the Casper Star-Tribune Communications accepts responsibility for errors only on first insertion of the advertisement. It is further agreed that in no case shall the Casper Star-Tribune Communications be held liable for selling losses incurred by errors in publication.

LIABILITY: The Advertiser assumes liability for the content of all advertising that he/she authorizes for publication, and claims that arise therefore may not be made against the Publisher.

RATES SHOWN ARE NET:

No commissions apply.

RATE REVISIONS: Ad rates and sizes subject to change upon written notice.

TERMS OF PAYMENT: Cash with order unless credit established, or monthly as billed for credit accounts.

RESTRICTIONS: Right is reserved to refuse any ad or preprint at the discretion of the newspaper.

BROKERED ADVERTISING: Multiple local advertisers are not permitted to combine advertising to earn volume contract discount.

NEWS STYLE/COMIC STYLE/POLITICAL & ISSUE ADS: Must be bordered with the word "Advertisement" at the top of the ad.

PROOF DELIVERY: Proofs will be e-mailed.

DISPLAY PROOF CORRECTION SCHEDULE: Your ad is considered approved if corrections are not called in. Proof corrections must be called in by 10 a.m. Friday.

TO MAKE CORRECTIONS:
CALL YOUR SALES REPRESENTATIVE
OR (307) 266-0569.



170 STAR LANE
CASPER, WY 82604

MAILING ADDRESS:
P.O. BOX 80
CASPER, WY 82602

(307) 266-0569