



OPEN RATES

Daily: \$39.12 Sunday: \$43.04 Daily Line: \$3.91 Sunday Line: \$4.30

ANNUAL CONTRACT RATES

Contract Amount	Daily Display Rate	Daily Line Rate	Sunday Display Rate	Sunday Line Rate
\$2,500	\$23.53	\$2.34	\$26.14	\$2.56
\$5,000	\$21.94	\$2.24	\$24.37	\$2.46
\$10,000	\$21.50	\$2.17	\$23.90	\$2.39
\$25,000	\$20.70	\$2.06	\$23.03	\$2.27
\$50,000	\$19.88	\$1.97	\$22.10	\$2.18
\$75,000	\$19.42	\$1.90	\$21.35	\$2.10

WEEKLY CONTRACT RATES

Contract Amount	Daily Display Rate	Daily Line Rate	Sunday Display Rate	Sunday Line Rate
\$50	\$20.17	\$2.02	\$22.21	\$2.22
\$100	\$19.62	\$1.96	\$21.62	\$2.16
\$250	\$19.08	\$1.91	\$21.04	\$2.10

Weekly contract advertising rates are offered with a minimum of a 48-week agreement and a minimum weekly advertising investment.

COLOR SELLS

Talk about engagement. Color ROP ads drive readers to visit the advertiser 31% more than black-and-white ads.

Source: Newspaper Association of America 2011.

Color Rates	Contract Color	26x	52x	Color by the Inch
Black +1 \$303	Black +1	\$198	\$160	Available Spot \$7/inch no minimum
Black +2 \$358	Black +2	\$243	\$187	Specific Spot \$7/inch \$75 minimum
Full Color \$441	Full Color	\$303	\$232	Full Color \$15/inch \$200 minimum

GRAND OPENING/ANNIVERSARY COLOR

Any Casper Star-Tribune weekly or annual contract customer is welcome to take advantage of one grand opening or anniversary, **FREE** spot color, or full color for \$135, on or around the date of that event!

Real Estate

	Sunday Display	Daily Display	Sunday Class Line Ad	Daily Class Line Ad	Personal Promotion Sunday Display	Personal Promotion Daily Display
Open	\$43.25	\$39.29	\$4.32	\$3.93	\$15.79	\$15.04
Annual Contract Rates						
\$2,500	\$25.57	\$23.42	\$2.56	\$2.34	\$10.03	\$9.55
\$5,000	\$24.60	\$22.38	\$2.46	\$2.24	\$9.55	\$9.12
\$10,000	\$23.87	\$21.70	\$2.39	\$2.17	\$9.55	\$9.12
\$15,000	\$23.13	\$21.07	\$2.31	\$2.11	\$9.55	\$9.12
Weekly Rates						
\$50	\$22.21	\$20.17	\$2.22	\$2.02	\$9.55	\$9.12
\$100	\$21.62	\$19.62	\$2.16	\$1.96	\$9.55	\$9.12

Weekly contract advertising rates are offered with a minimum of a 48 week agreement and a minimum weekly advertising investment.

Monthly Rates

\$1,075	\$15.84	\$15.36	\$1.58	\$1.54	\$8.61	\$8.20
\$2,150	\$15.03	\$13.66	\$1.50	\$1.37	\$8.13	\$7.75
\$3,225	\$13.78	\$12.66	\$1.38	\$1.27	\$7.65	\$7.29
\$4,000	\$13.09	\$12.01	\$1.30	\$1.20	\$7.46	\$7.11

Monthly contract advertising rates are offered with a 12 month minimum advertising investment.

CLASSIFIED 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"

LEGAL ADVERTISEMENTS

Daily: \$12.00 display or \$1.20 line

Sunday: \$13.32 display or \$1.32 line

Affidavits: \$10.00 per notice

HAPPY ADS, MEMORIALS, AND OBITS

\$15 per column inch

\$7 per column inch with one color

\$15 per column inch in full color

Non help-wanted commercial line ads include New Today, Casper Journal, and Trib.com (+\$14.95).

LINE AD GRAPHICS

Art \$7

Border \$7

Reverse \$7

Attention getters \$7

Photo \$11

Logo \$20 with \$40 1-time set up fee

Display ads are a minimum of 1 column x 1" in depth. Additional increments of 1/2" unless otherwise noted by category.

The Real Deal

\$175—runs until it's sold

- 4 lines
- 1 property/unit per ad
- Each additional line is \$30
- Licensed real estate professionals only
- Excludes leasing
- Graphic art \$30/month with \$40 set up fee
- Subdivision Real Deal packages must be renewed every 60 days

*The Real Deal is only available with an annual contract.

*No changes to ad copy for the duration of publication.

Race for Office Space

\$99—for 30 days

- 4 lines
- Each additional line is \$20
- Licensed real estate professionals only
- Classified category Office Space for Lease only please
- Graphic art \$30/month with \$40 set up fee
- Real Deal & Race for Office Space are a one-time, no corrections for duration of ad



CLASSIFIEDS

Classified Deadlines

Day Published Copy Deadline

Monday	Thursday (5 p.m.)
Tuesday	Friday (5 p.m.)
Wednesday	Monday (noon)
Thursday	Monday (5 p.m.)
Friday	Tuesday (5 p.m.)
Saturday	Wednesday (5 p.m.)
Sunday	Thursday (5 p.m.)
TV Weekly	Friday (noon)

Line Ad Deadline

Tues. – Sat.
3:00 p.m.
the day before

Sun. – Mon.
3:00 p.m.
Friday

AD CREATION IS INCLUDED

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

CUSTOM DESIGN/ARTWORK

Artwork/Photo Scans:
\$6.00 each b&w, \$35.00 each color
Commercial Graphic Production:
\$35.00 per hour
Express Charge-Less than 24-hour
turnaround: \$50.00 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 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, QUARKXPRESS, 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

Fax 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:

You may also upload your ad materials to our ftp site in the event that your e-mail provider will not let you send larger files. For instructions call (307) 266-0611 or e-mail ftp@trib.com.

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 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 accepts responsibility for errors only on first insertion of the advertisement. It is further agreed that in no case shall The Casper Star-Tribune 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.

AD CANCELLATION DEADLINE: Display ads may be cancelled by noon two days prior to publication without penalty. All later cancellations will be charged 50% of total ad cost.

MAXIMUM/MINIMUM SIZE REQUIREMENTS: Retail display journal ads over 18.5 inches in depth will be charged at full column depth (21.5"). Tabloid ads over 8.5 inches in depth will be charged at full column depth (9.75"). Retail advertising sold by the column inch to the nearest half inch. Minimum ad size is one column inch. The width of ads may be altered slightly during the printing process to fit the printed column width.

TO MAXIMIZE YOUR INVESTMENT: All display ads will be posted on trib.com.

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 or faxed.

DISPLAY PROOF CORRECTION SCHEDULE: Your ad is considered approved if corrections are not called in. Proof corrections must be called in by 2:00 p.m. the day before publication. Sunday and Monday ad corrections are due by 2:00 p.m. Friday.

**TO MAKE CORRECTIONS:
CALL YOUR STAR-TRIBUNE SALES TEAM AT
(307) 266-0628 OR (800) 442-6916 OR
FAX CORRECTIONS TO (307) 266-0501**

REACH 80% OF THE CASPER MARKET. NOW, THAT'S HUGE

In print, online and via mobile technology, more people turn to The Casper Star-Tribune than any other media. And when we include adults who say they "use" the newspaper, we reach an incredible 80% of the Casper market. The Star-Tribune reaches all age groups with a blend of print and Internet that is unmatched by other local news mediums.

Source: Audience Report, Thoroughbred Research, Jan.-June 2011

Retail Advertising (307) 266-0628
Classified Advertising (307) 266-0555
170 Star Lane • Casper, WY 82604

CASPER
Star Tribune
COMMUNICATIONS
Wyoming's News Source