



## NATIONAL AD RATES

### RETAIL

| Open: | Daily   | Sunday  |
|-------|---------|---------|
|       | \$41.96 | \$46.16 |

#### Contract Rate

|         |         |         |
|---------|---------|---------|
| \$1,500 | \$30.43 | \$33.47 |
| \$2,500 | \$26.93 | \$29.65 |
| \$5,000 | \$26.61 | \$29.26 |
| \$7,500 | \$26.15 | \$28.81 |

### CLASSIFIED

| Open: | Daily Display | Sun. Display |
|-------|---------------|--------------|
|       | \$41.96       | \$46.16      |

#### Contract:

|         |         |         |
|---------|---------|---------|
| \$1,500 | \$30.43 | \$33.47 |
| \$2,500 | \$26.93 | \$29.65 |
| \$5,000 | \$26.61 | \$29.26 |
| \$7,500 | \$26.15 | \$28.81 |

| Open: | Daily Line | Sun. Line |
|-------|------------|-----------|
|       | \$4.47     | \$5.00    |

#### Contract:

|         |        |        |
|---------|--------|--------|
| \$1,500 | \$3.07 | \$3.37 |
| \$2,500 | \$2.72 | \$2.99 |
| \$5,000 | \$2.67 | \$2.93 |
| \$7,500 | \$2.63 | \$2.89 |

#### Discounts:

Repeat your display ad and save up to 50% on your weekly ad schedule. Advertisers may re-run any ad in the daily edition (Monday – Saturday) within 6 days of the original publication date at the following discounts from regular contract or non-contract rates. Color charges, copy changes, double discounts or Sunday insertions do not apply.

2nd Insertion—25% • 3rd Insertion—35%  
4th Insertion—50% • 5th Insertion—50%  
6th Insertion—50%

### 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" |

## NATIONAL HELP WANTED RATES

### OPEN RATES

| 1 <sup>st</sup> Ad<br>or Sunday | 2 <sup>nd</sup> Ad | 3 <sup>rd</sup> Ad | 4 <sup>th</sup> Ad | 5 <sup>th</sup> Ad | 6 <sup>th</sup> Ad | 7 <sup>th</sup> Ad |
|---------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| \$87.55                         | \$77.63            | \$70.00            | \$63.31            | \$63.31            | \$63.31            | \$62.47            |

### ANNUAL CONTRACT RATES

|         | 1 <sup>st</sup> Ad | 2 <sup>nd</sup> Ad | 3 <sup>rd</sup> Ad | 4 <sup>th</sup> Ad | 5 <sup>th</sup> Ad | 6 <sup>th</sup> Ad | 7 <sup>th</sup> Ad |
|---------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| \$1,500 | \$72.09            | \$61.48            | \$55.28            | \$49.92            | \$49.92            | \$42.92            | \$49.07            |
| \$2,500 | \$63.16            | \$56.12            | \$49.92            | \$49.92            | \$49.92            | \$29.92            | \$49.07            |
| \$5,000 | \$63.16            | \$50.76            | \$49.92            | \$49.92            | \$49.92            | \$49.92            | \$49.07            |
| \$7,500 | \$57.80            | \$50.76            | \$49.92            | \$49.92            | \$49.92            | \$49.92            | \$49.07            |

\*Monster Hot Jobs 30 days for \$269

## 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 \$332   | Black +1       | \$217 | \$175 | Available Spot \$7/inch no minimum  |
| Black +2 \$392   | Black +2       | \$266 | \$205 | Specific Spot \$7/inch \$75 minimum |
| Full Color \$483 | Full Color     | \$332 | \$254 | 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!

## NATIONAL PREPRINT RATES

When it comes to preprints, the package has an extra advantage. Adults view the newspaper preprint package like going to the mall. The more stores, the better; being able to see multiple offerings at multiple stores is a significant advantage beyond a single advertiser's insert.

|              | 1x     |        | 12x    |        |
|--------------|--------|--------|--------|--------|
|              | Daily  | Sunday | Daily  | Sunday |
| Single Sheet | \$2020 | \$2335 | \$1813 | \$2116 |
| 4T/2J        | \$2990 | \$3364 | \$2691 | \$3046 |
| 8T/4J        | \$3147 | \$3531 | \$2833 | \$3197 |
| 12T/6J       | \$3305 | \$3698 | \$2974 | \$3348 |
| 16T/8J       | \$3461 | \$3864 | \$3116 | \$3498 |
| 20T/10J      | \$3618 | \$4031 | \$3258 | \$3648 |
| 24T/12J      | \$3775 | \$4197 | \$3399 | \$3798 |
| 28T/14J      | \$3933 | \$4364 | \$3541 | \$3948 |

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

nationals@trib.com

Publisher, Nathan Bekke (307) 266-0503  
Advertising Director, Walt Doney (307) 266-0628

170 Star Lane • Casper, WY 82604

CASPER  
**Star Tribune**  
COMMUNICATIONS  
Wyoming's News Source

**DAILY CIRCULATION**  
Casper Star-Tribune . . . . .22,821

**SUNDAY CIRCULATION**  
Casper Star-Tribune . . . . .24,290  
*Source: Audit Bureau of Circulation Report, March 2011*

**CIRCULATION AREA**  
(Counties in Wyoming). . . . . 23  
(Square Miles). . . . .more than 97,000

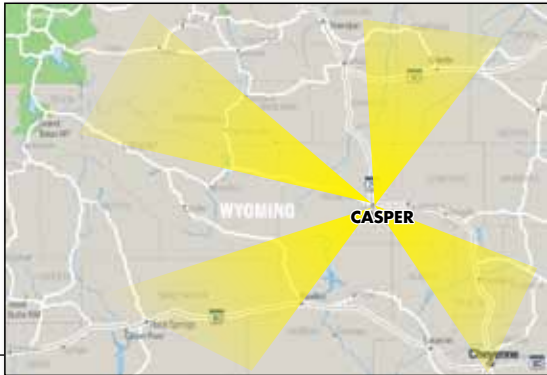
**NATRONA COUNTY POPULATION** . 75,450  
*Source: U.S. Census Bureau 2011*

**NATRONA COUNTY HOUSEHOLDS** 41,876  
*Source: Claritas 2010 (estimates)*

**CASPER DESIGNATED MARKET AREA**  
Casper Adult Spending . . . \$1.5 Billion  
*Source: Claritas 2010*

- The Casper Star-Tribune is the largest daily newspaper in Wyoming.
- The Star-Tribune is the only state-wide newspaper.
- Casper is the center for oil field operation and the home of many oil and gas service companies.
- Casper is a central hub for health care services in Wyoming.
- Casper is a major trade center for retail and professional services.
- Casper is home to the only international airport in Wyoming.

Casper is the heart of Wyoming business  
serving as a state-wide hub for goods and services.



**Circulation Area  
More Than  
97,000  
Square Miles**

**Retail Deadlines**

| Day Published . . . . . | Copy Deadline   |
|-------------------------|-----------------|
| Monday . . . . .        | Thursday (5pm)  |
| Tuesday . . . . .       | Friday (5pm)    |
| Wednesday . . . . .     | Monday (noon)   |
| Thursday . . . . .      | Monday (5pm)    |
| Friday . . . . .        | Tuesday (5pm)   |
| Saturday . . . . .      | Wednesday (5pm) |
| TV Weekly . . . . .     | Friday (noon)   |

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

**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.

**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.

**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).

**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. Insertion orders or contracts containing liability disclaimers are not accepted. Agencies are held responsible for payment of invoices for advertising placed by them on their own behalf or on behalf of their clients. In lieu of agency liability, written documentation must be provided by the Advertiser assuming responsibility for payment.

**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.