



The Casper Star-Tribune offers a full suite of digital products, including HTML5 and video advertising, targeted & standard display, SEM/SEO, social, email marketing and much more. Let us show you how we are the right partners to help your business grow!

AVG. MONTHLY SESSIONS. . . . . 978,546  
AVG. MONTHLY VISITORS . . . . . 410,925  
AVG. MONTHLY PAGE VIEWS . . . . . 3,421,584  
AVG. PAGES PER SESSION . . . . . 3.5

Source: 2019 Google Analytics data from trib.com

## HOW PEOPLE USE TRIB.COM

### STANDARD RATES

#### BIG AD

300px x 250px . . . . . \$10 CPM

#### TOWER AD

300px x 600p . . . . . \$10 CPM

NATIVE CONTENT . . . \$10 CPM

#### LEADERBOARD

728px x 90px . . . . . \$13CPM

#### BILLBOARD

970px x 250px . . . . . \$15CPM

#### FLOATING BAR

1170px x 50px . . . . . \$15CPM

#### REVEAL

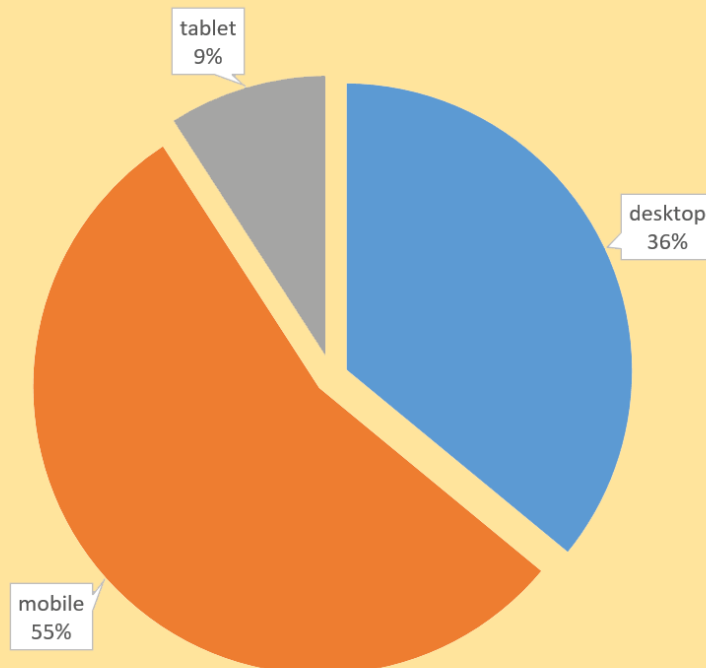
1920 x 600px . . . . . \$23CPM

#### E-BLAST

Your custom message e-mailed to our marketing list . . . . . \$375/day

### DEADLINES

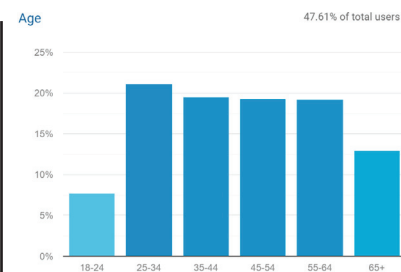
For your ad to run on trib.com, you will need to schedule your ad 7 days prior to the initial run date. Creative is due 3 days before the initial run date.



### DEMOGRAPHICS

The trib.com audience is too large and too attractive to ignore.

Male 57%  
Female: 42%  
Median Age: 40



### MAKE YOUR ONLINE ADS POP

with HTML5. Ask a sales rep.

Online proofs will be sent through e-mail prior to running. All online ads must be approved by customer before they can be viewed online.

Retail Advertising (307) 266-0569  
Classified Advertising (307) 266-0576  
170 Star Lane • Casper, WY 82604

# TRIB.COM

## DIGITAL ADS

### DESKTOP SIZES

REVEAL  
BILLBOARD  
TOWER

FLOAT BAR  
LEADERBOARD  
BIG AD

