



# CASPER Star Tribune

Inserted advertisements can be delivered to your readers for significantly less than direct mail. Delivered with the Star-Tribune, your ad is invited into the consumer's home. Direct your advertising to those most likely to buy your products and services.

## 2019 PREPRINT INSERTION RATES

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

## REACH TOTAL MARKET COVERAGE

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

## HOT SHEETS

"Hot Sheets" is an easy, fast and inexpensive way to handle your insert printing needs. Have your flyer delivered statewide in the Star-Tribune and in unduplicated issues of the Casper Journal - far more than 20,000 copies!

**HOT SHEETS CAN ALSO BE THE ANSWER FOR YOUR BUSINESS' BROCHURE, CUSTOMER POST CARD AND IN-STORE PRINT MATERIALS NEEDS.**

- ✓ Better pricing
- ✓ Faster turn around time
- ✓ Hands on customer service
- ✓ All in one-from design to delivery
- ✓ Order the exact number you need

### WE WILL PRINT

Your full color, 2-sided, 8.5" x 11"

### GLOSSY FLYER

for as low as

**5¢ EACH!**

### WE WILL PRINT AND DELIVER

Your full color, 2-sided, 8.5" x 11"

### GLOSSY FLYER

In the Casper Star-Tribune and Journal

for as low as

**7¢ EACH!**

Ask your sales representative for details!

Retail Advertising (307) 266-0569  
170 Star Lane • Casper, WY 82604  
P.O. BOX 80 • Casper, WY 82602

CASPER  
Star  Tribune



# PRE-PRINTS AND PRINT & DELIVER

## AD CREATION IS INCLUDED

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

## 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](mailto:classified@trib.com)

**RETAIL ADS:** [advertising@trib.com](mailto: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.

## 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.

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