



## FULL COLOR PRINT RATES

### FREQUENCY PRICE

**1 Run** **\$17.00 PCI**

**2-4 Runs** **\$15.00 PCI**

**5-10 Runs** **\$12.00 PCI**

**10-16 Runs** **\$10.00 PCI**

\*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

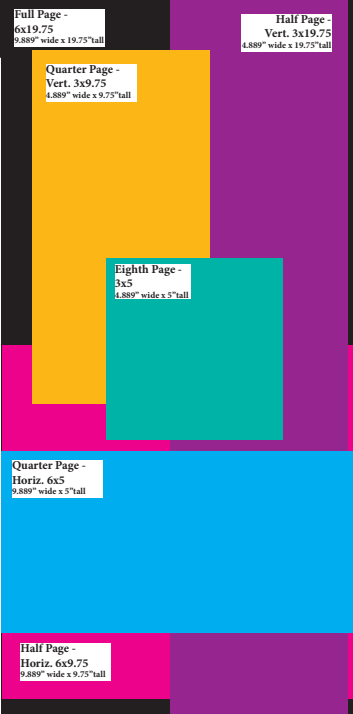
adjusted and payable at the actual earned rate outlined above. Creative services apply. See sales rep for details.

### Frequency Package:

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

**Rates as low as \$5.00 pci**

Call for details.



### YOU CAN GET PRIORITY PLACEMENT

Section A	5%
Specific page	25%
Island position	25%

## 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"

## Retail Deadlines

Day Published	Copy Deadline
Monday	Thursday (4 p.m.)
Tuesday	Friday (4 p.m.)
Wednesday	Monday (noon)
Thursday	Monday (4 p.m.)
Friday	Tuesday (4 p.m.)
Saturday	Wednesday (4 p.m.)
Sunday	Thursday (4 p.m.)
TV Weekly	Friday (noon 1 week prior)
Casper Journal	Wednesday (noon)

## Line Ad Deadline

Day Published	Copy Deadline
Tues. – Sat.	3:00 PM the day before
Sun. – Mon.	3:00 PM Friday

## 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\*\*\*





# CASPER STAR-TRIBUNE: RETAIL ROP RATES 2020

## 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](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.

**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.

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

In print and online, 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 online that is unmatched by any other local mediums.

Source: Audience Report, Thoroughbred Research, Jan-June 2010