



Media Kit

More than a newspaper.

Reaching your potential customers more consistently and effectively than any other media.





Target 174,904 Shoppers Here!

DEMOGRAPHICS **WYOMING**

2017 est. Population	579,315
2017 est. Households	226,985

AGE

0-17	69,379
18-24	26,175
25-34	39,329
35-44	33,876
45-54	41,279
55-64	37,378
Age 65+	31,759
Median Age	37

2017 HOME OWNERSHIP

Est. Owner-Occupied Housing Units	186,172
Home Value \$100,000-\$299,000	94,405
Home Value \$300,000+	36,793

2017 HOUSEHOLD INCOME

Average Household Income	\$59,143
--------------------------	----------

TOP INDUSTRIES

Energy (Oil, Gas, Coal)	#1
Government	#2
Real Estate	#3

EDUCATION

High School Grad	535,287
College Degree+	150,621

Serving the state of Wyoming for more than 127 years.

1891

The first issue of the Natrona Tribune, the Casper Star-Tribune's earliest ancestor, was published.

1916

The Natrona County Tribune changed names to Casper Daily Tribune, and for the first time published daily

1962

The Casper Star-Tribune was born and again had to move for more space to a building on First and Jefferson Streets.

2010

The Casper Star-Tribune's Facebook page launched and now has 45,000 likes and 43,000 followers.

Early 1900's

The Natrona Tribune changed names to the Natrona County Tribune, and moved to the Odd Fellows Building on Second and Wolcott Streets.

1920's

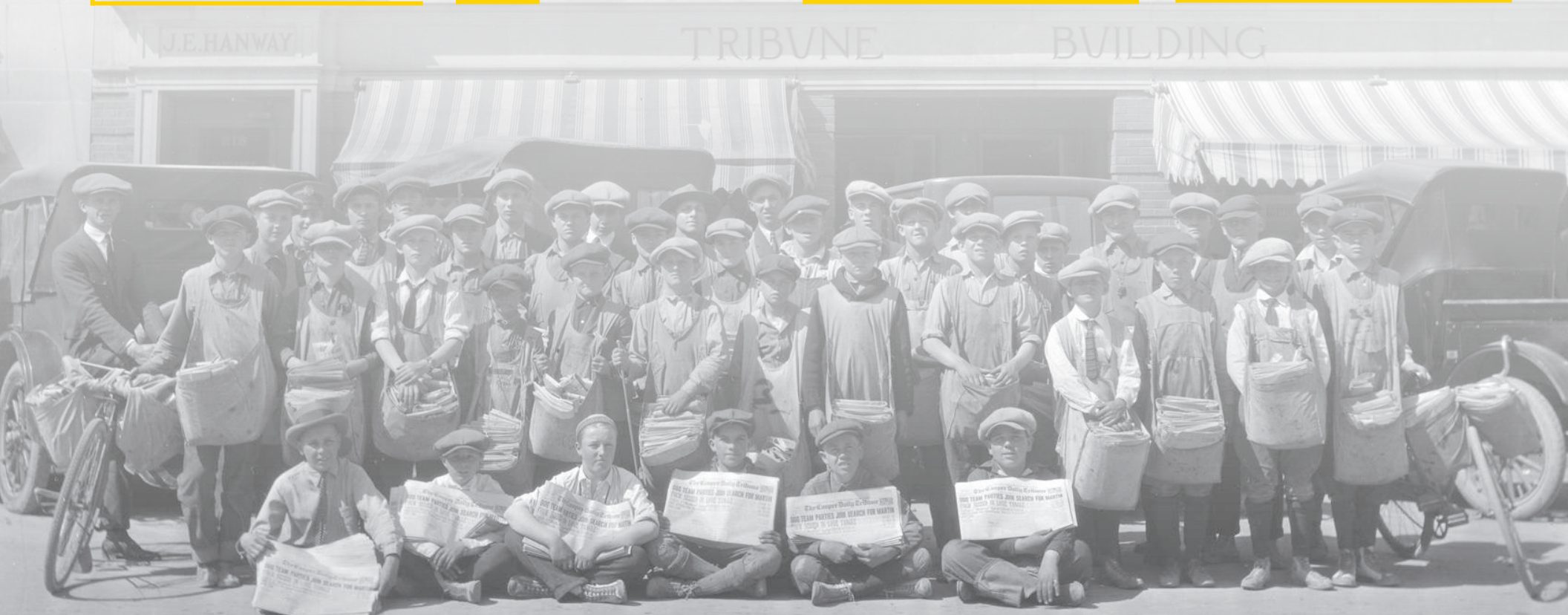
The Casper Daily Tribune had to move once again to east Second Street for more space.

1996

The newspaper's website, Trib.com, went live. Today, Trib.com now has more than 2.9 million monthly page views and 400,000+ monthly unique visitors.

2018

Voted "Best Newspaper in the State" by our peers at the Wyoming Press Association.



Rich Multi-Media Experiences



Print

The Casper Star-Tribune
Casper Journal
Special Sections



Online

Targeted Display
Native Content
Social Media
Custom Websites



Streaming Content

Hulu
Pandora
Spotify



Augmented Reality

Tomorrow's Future, Today!
Marker-Based Print Technology
Standard or Custom Experiences
Advanced Reporting
Ask a rep about experiencing AR for yourself!



Direct to Consumer

Amplified Direct Mail
Targeted Email Marketing



Events/Programs

Outdoor Expo
Women's Expo
3 on 3 Basketball
CNFR
Super 25

Ask a rep about our other events!



Social

Facebook
Instagram
Pinterest
Snapchat
Yelp
Ask a rep about other social media platforms!

meet our users

534.8K

are in the market to buy or rent a home

1M

are looking for home & garden products, services

680K

are actively looking for a job

783K

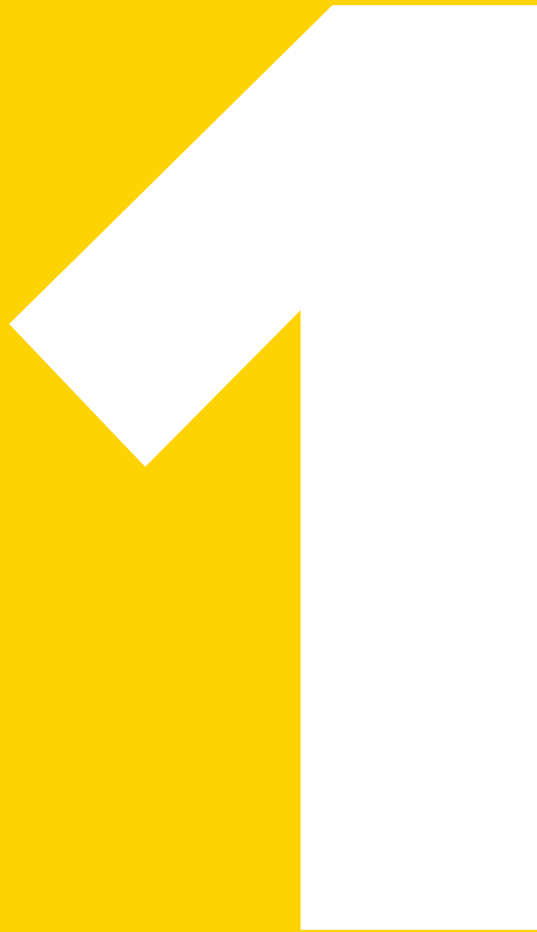
are in the market for a car, truck or vehicle

780K

are making travel plans



We are #



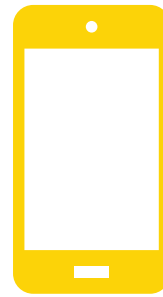
No competitor can match the results that the Casper Star-Tribune delivers through our newspapers, digital sites and niche publications.



**Huge multi-media
weekly reach**
80% of adults in the market



**43,000 +
Facebook followers**



**9,481
Twitter followers**



**Large weekly
print reach**
32,600+ Sunday readers



**Most visited monthly
local media website**
2.9 million page views



**More journalists than
all of our competitors**

Numbers Don't Lie

Newspapers are still the #1 media for reaching customers and driving sales.



For consumers shopping for products & services



Local website visited by Millennials in the past 30 days



Place where consumers find the best deals



Single most relied upon media used to make buying decisions





Reach Almost 80% of the Market with Our Branded Products

The Casper Star-Tribune
32,600+
Sunday Readers

Trib.com
2.9 MILLION
Monthly Page Views

The Casper Star-Tribune & Trib.com have a combined reach of 80% of the local marketplace in a 7-day period.

Reach Our Highly Desirable Audience

32,600+ Casper Star-Tribune Print Readers every Sunday

Star-Tribune Wyoming's News Source Founded in 1892

Today's Deal: Sutherland's Get a \$15 Gift Card for \$10 @trib.com/todaysdeal

Alcova crime Police: Burglars cost at least 22 homes more than \$18,000 in damage and stolen property. CASPER & THE WEST, A3

No bill yet to fix state prison

Travel site says Casper is nation's most charitable city

New CAEDA leader says he will put focus on jobs

Mead: Trump's victory bodes well for Cowboy State's future

The Grouch Some charity members not talking about hashtags.

Today's Deal: Sutherland's Get a \$15 Gift Card for \$10 @trib.com/todaysdeal

Receive \$75 with Each New Line*



50.4%
Women



72.1%
Lived in the area 15+ years



66.7%
A18-59



80%
College Educated



\$76.4K
Median Household Income

Travel site says Casper is nation's most charitable city

Study was based on use of hashtags

ARNO ROSENBLUM
arnorosen@trib.com

Casper was voted the "most giving" city in the United States by the vacation website Travelocity last week.

"More than just Shoshone hats and the Gateway to the Tetons... Casper is the most charitable city in the nation," the company wrote.

While Travelocity cited Casper's annual fundraiser for the Wyoming Special Olympics, the company's methodology for determining the most charitable cities was based entirely on social media.

The travel website ranked cities by searching Twitter hashtags #charity, #donate and #volunteer and determining which locations had the highest per capita usage of those terms.

The list of 25 cities accompanied a pitch for visiting the town on readers' next vacation: "When planning your next vacation, consider these like-minded charitable cities and maybe even lend a helping hand when you're in town."

In the write-up about Casper, Casper's Development Authority CEO Ken Hawley said the city had a long history of charitable giving.

"We take a great deal of pride in town."

PHOTO BY CHARITY, Page A10

ARNO ROSENBLUM
arnorosen@trib.com

Casper police were investigating the death of a woman Monday who died "under suspicious circumstances" in a central Casper home.

Officers responded to the house in the 1200 block of West member found the woman dead and called 911, Sgt. Mike Ogden said.

Investigators believed the woman's body had been removed from the house by 4 p.m. Monday, Ogden said.

Four police cruisers were parked in front of the house low crime rate climbed the front yard and blocked off the back driveway, which was blocked by a fifth cruiser.

Follow crime and courts reporter Elsa Schroeder on Twitter @elsaschroeder

PHOTO BY CHARITY, Page A10

ARNO ROSENBLUM
arnorosen@trib.com

Wahls said his priority was helping Casper business development organization launch and invest as its new leader.

Charles Wahls was named president and CEO of the Casper Area Economic Development Alliance on Monday. CAEDA is funded by the city and Natrona County and receives private funding for some initiatives.

PHOTO BY WAHLS, Page A10

ARNO ROSENBLUM
arnorosen@trib.com

Wahls said his priority was helping Casper business development organization launch and invest as its new leader.

Charles Wahls was named president and CEO of the Casper Area Economic Development Alliance on Monday. CAEDA is funded by the city and Natrona County and receives private funding for some initiatives.

PHOTO BY WAHLS, Page A10

ARNO ROSENBLUM
arnorosen@trib.com

Wahls said his priority was helping Casper business development organization launch and invest as its new leader.

Charles Wahls was named president and CEO of the Casper Area Economic Development Alliance on Monday. CAEDA is funded by the city and Natrona County and receives private funding for some initiatives.

PHOTO BY WAHLS, Page A10

2018 Special Sections Calendar

January

Virtual Career Fair

February

Legislative Guide
Roam Wyoming
State Wrestling Wraps

March

Basketball Wraps
College Guide
Wyoming Agriculture

April

Easter Story

May

State Track Wraps
Roam Wyoming
Wyoming Outdoor Expo
Celebrate Nurses
Best of Wyoming
3-on-3 Basketball

June

CNFR Program

July

Crazy Days Wrap

August

Wyoming State Fair
Roam Wyoming
UW Football Preview

September

Women's Expo
Wyo Varsity Wraps

October

Cancer Section

November

UW Basketball Preview
Super 25
Volleyball Wraps
Roam Wyoming
Talking Turkey
Thanksgiving Day Wraps

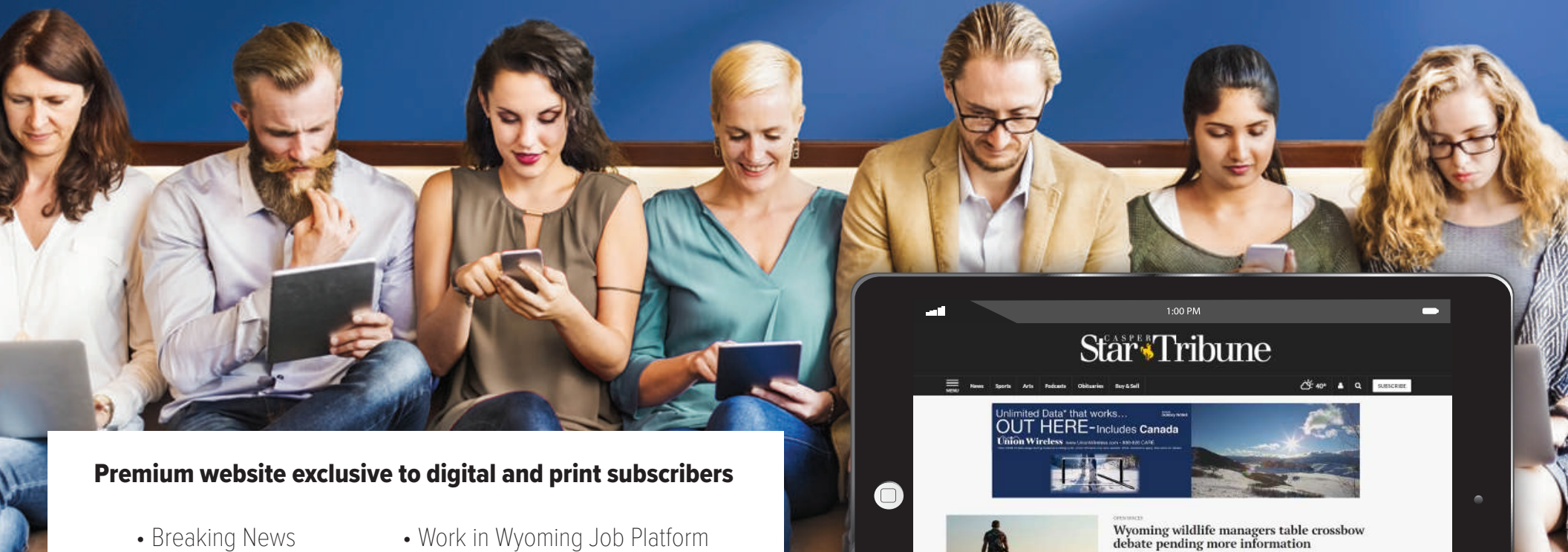
December

Letters to Santa
Christmas Story

Trib.com

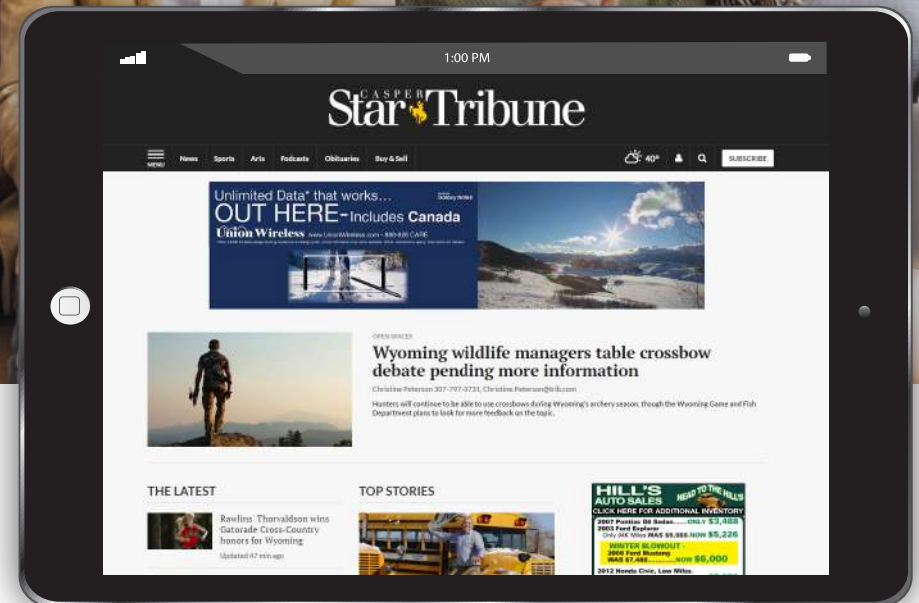
Premium website exclusive to digital and print subscribers

400K + Monthly Unique Visitors
2.9M Monthly Page Views



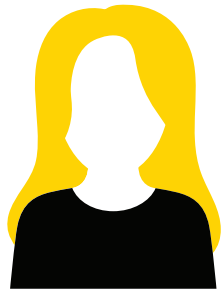
Premium website exclusive to digital and print subscribers

- Breaking News
- Local News
- Real Estate
- Editorial Columns
- Work in Wyoming Job Platform
- Obituaries
- Local Business Directory
- Wheels for You



Target Affluent and Influential Consumers on Trib.com

400K + Monthly Unique Visitors
2.9M Monthly Page Views



50.4%
Women



72.1%
Lived in the
area 15+ years



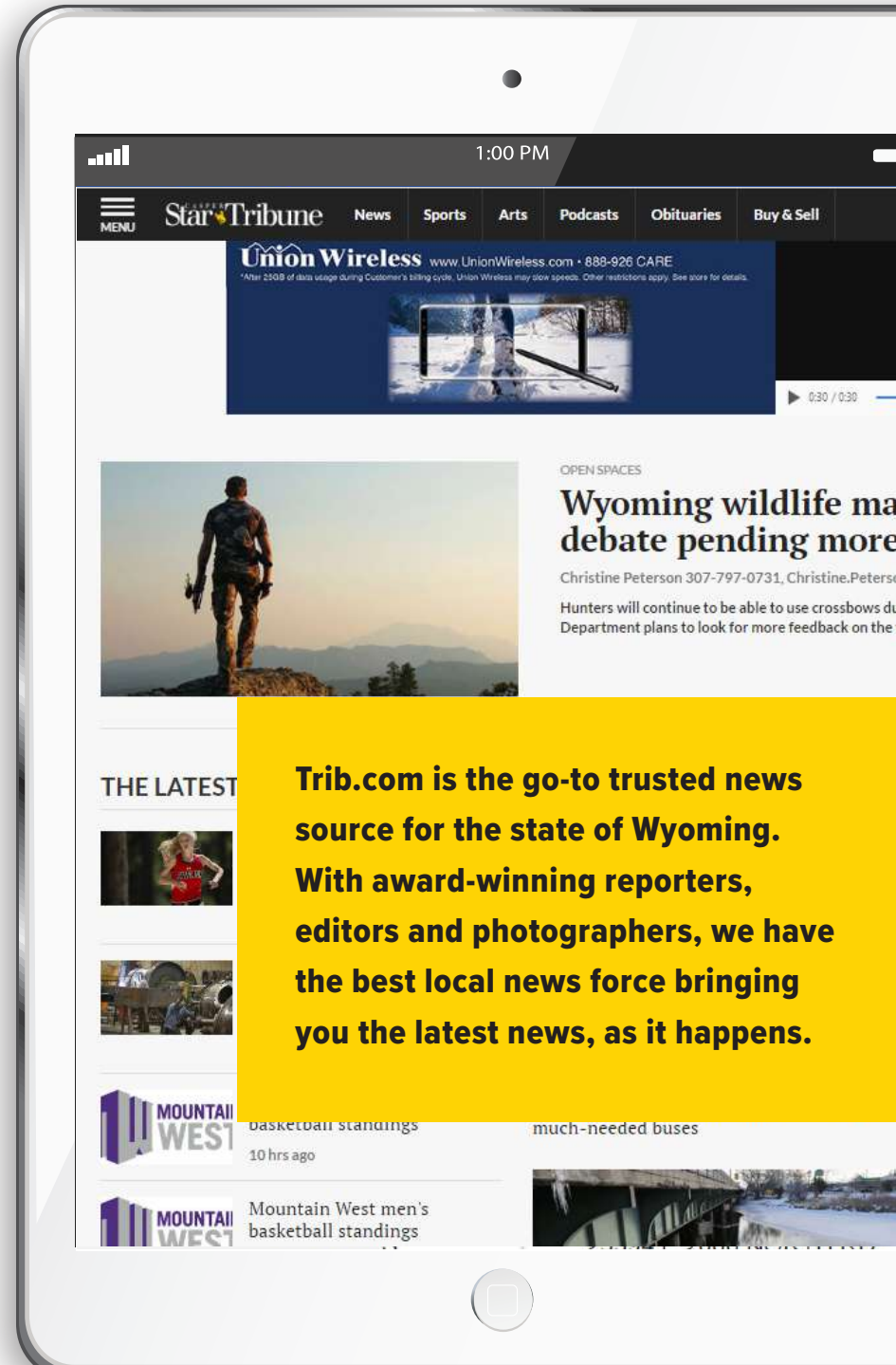
66.7%
A18-59



80%
College
Educated

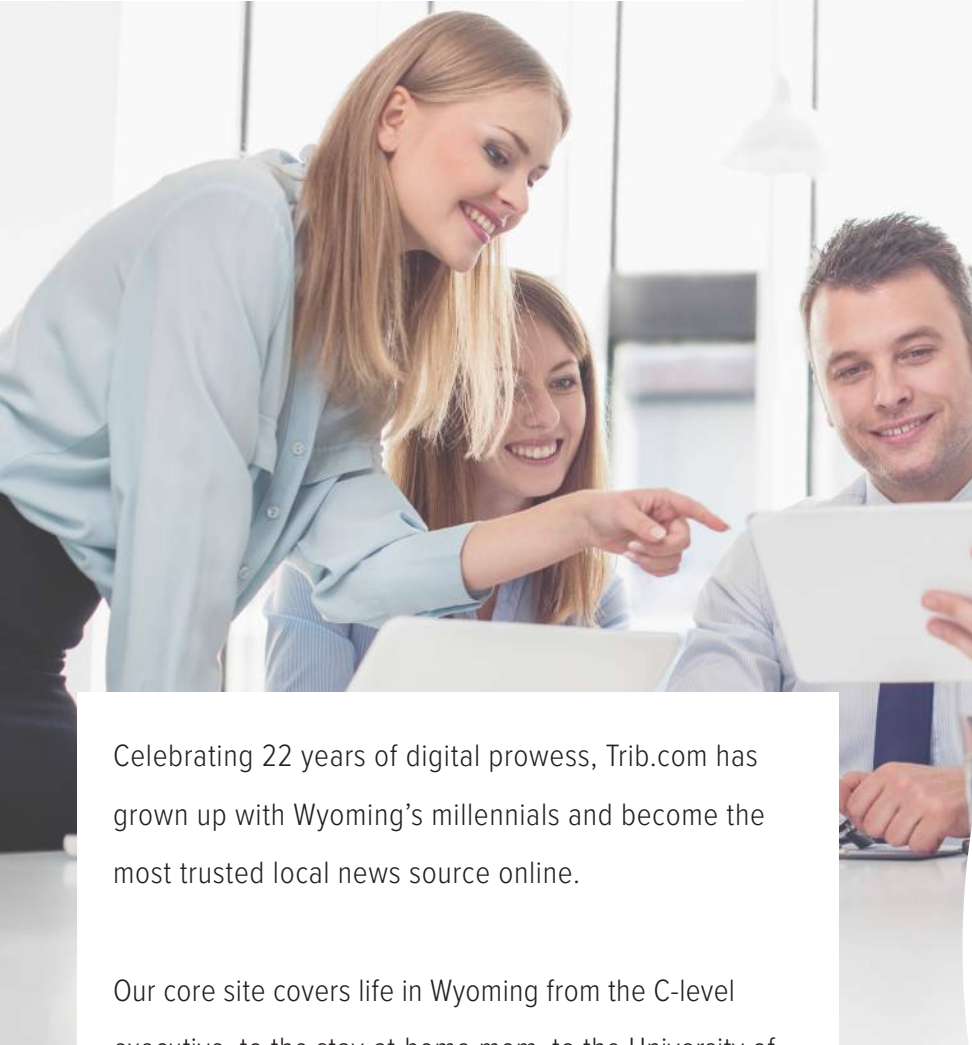


\$76.4K
Median
Household Income



Trib.com is the go-to trusted news source for the state of Wyoming. With award-winning reporters, editors and photographers, we have the best local news force bringing you the latest news, as it happens.

Trib.com Content

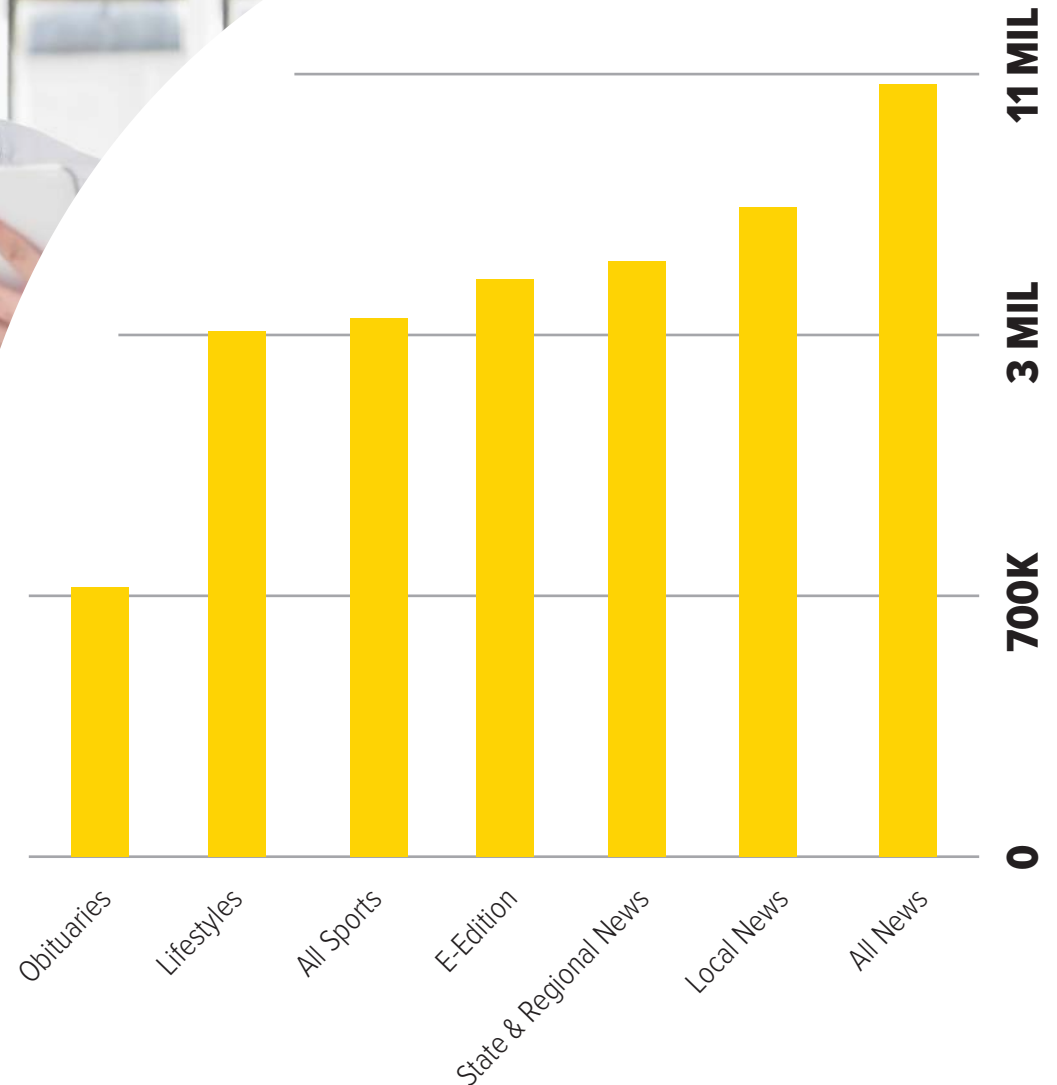


Almost 1.7 Million Minutes Spent on Trib.com per month
Over 800K Sessions Every Month with 3 Pages per Session

Celebrating 22 years of digital prowess, Trib.com has grown up with Wyoming's millennials and become the most trusted local news source online.

Our core site covers life in Wyoming from the C-level executive, to the stay-at-home mom, to the University of Wyoming student. Interact with valuable consumers on Trib.com, covering what's important to locals, all day, every day.

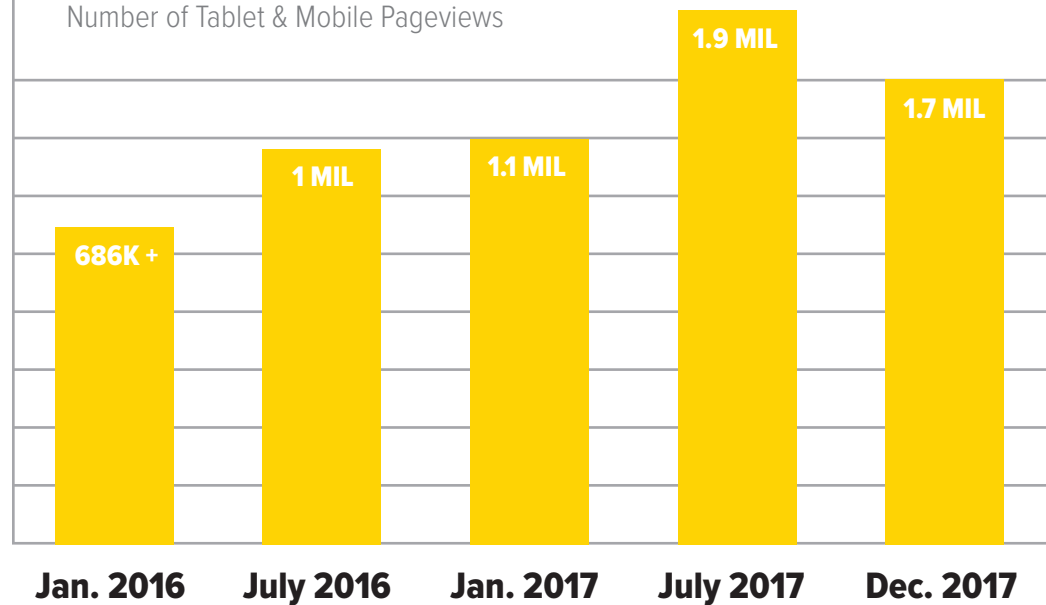
Top Sections





Casper Star-Tribune Mobile

Number of Tablet & Mobile Pageviews



280K + Mobile & Tablet Users per Month

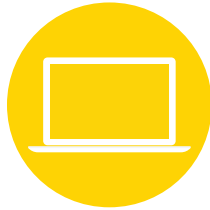
Bringing you the latest news in a format that is optimized for mobile viewing. Our nimble and intuitive site is perfect for on-the-go reading.

Source: Google Analytics Premium, January 2015-December 2016.

Digital Marketing Services



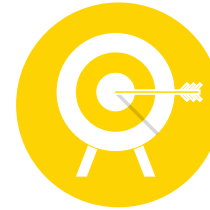
Streaming



Responsive Website Development



Programmatic Advertising



SEO/SEM



Social Media Marketing



Augmented Reality



Video Production



Business Intelligence Tools



Email/Direct Response Marketing



Reputation Management & PR

Our business solutions go beyond traditional display advertising and enable local businesses to compete in a BIG way online with turn-key digital marketing services. Our expert team captures leads that are lower in the purchase funnel and builds strong brands for all categories of business, driving sales with extensive campaign tracking and measurable results.



VIDEO STREAMING



hulu

HULU

Hulu has become the premium destination for streaming shows, movies, sports, news, and can't-miss events – all in one place.

Our partnership gives you the ability to align your brand with premium video content and connect with highly engaged viewers.

Hulu currently has 54,000+ unique users in Wyoming from ages 18 - 59.

Hulu case studies have shown a 12% increase in brand recall and a 15% increase in brand recommendation.

YOUTUBE

YouTube's unique combination of video access, sharing, and community creates an unmatched opportunity for audience engagement.

Our partnership will facilitate the discovery of and engagement with your brand by promoting your business via YouTube advertising and hosting them in a YouTube curated profile page.

The Casper Star-Tribune will provide reporting and insight into performance via YouTube Analytics. We will analyze audience demographics, levels of engagement, and performance compared to similar videos to ensure you are reaching an engaged audience at the right time.

ROKU

Roku has risen to be one of the video streaming industry's leading platforms. Its unique platform allows you the ability to reach the growing audience that is cutting the cord.

Our partnership offers unique opportunities to connect with relevant audiences, drive brand recall and measure campaign effectiveness.

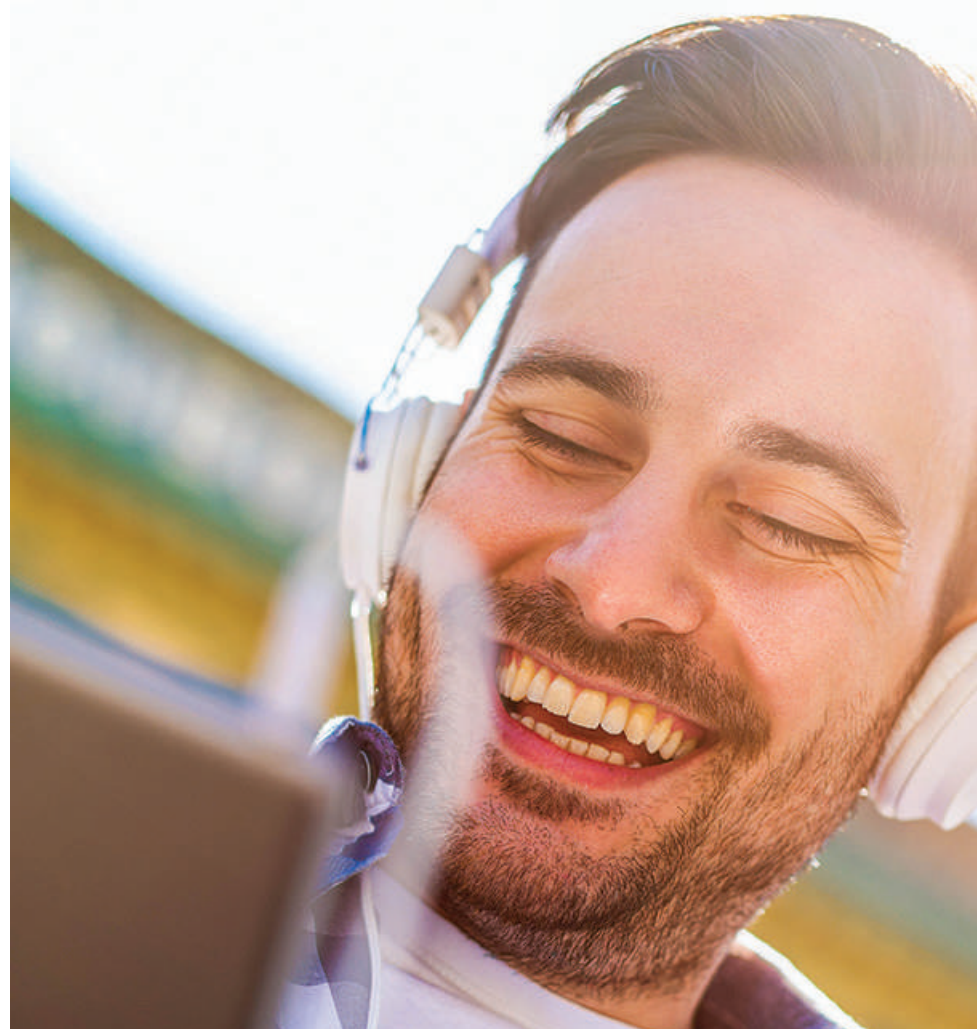
The Casper Star-Tribune can help expand your messaging through Roku to connect with the right targeted audiences.



YouTube



Roku



Video advertising can be a great way to create an emotional connection to your brand. As viewing hours continue to shift away from traditional TV and streaming hours continue to increase the Casper Star-Tribune has created partnerships with Hulu, YouTube, and Roku. With these platforms the Casper Star-Tribune can help deliver your videos to target audiences when they are most engaged.

RADIO STREAMING



PANDORA

Pandora collects over a billion listener data points every day through millions of their persistently logged-in listeners.

Our partnership allows us to take your message and deliver it to over 150,000+ users in Wyoming.

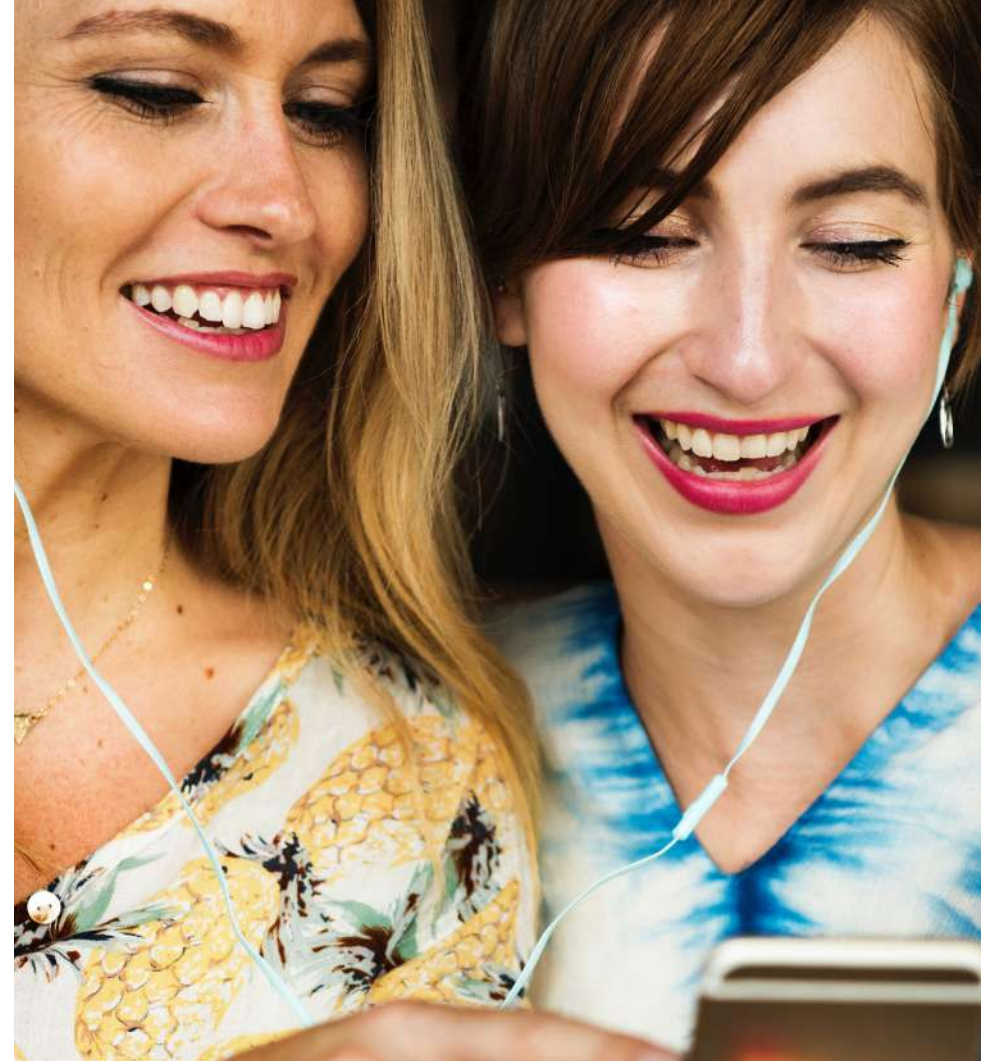
The advertisements on Pandora cannot be skipped and therefore your ad has 100% listenability. Pandora also plays just one advertisement per break. This avoids annoying users with long commercial breaks, which usually results in them tuning out the ads that are playing.

SPOTIFY

The Casper Star-Tribune will be able to provide this service in Q2 of 2018.

Currently Spotify users stream an average of 2 hours of radio daily.

Spotify's current advertising model has seen a 24% lift in ad recalls for advertisers.



Internet radio has continued to grow tremendously over the last few years. Consumers prefer internet radio to traditional radio because they can customize what they listen to and don't have to sit through as many commercials. Internet radio allows you to target the specific audience(s) that you are interested in. You will know exactly who is listening and seeing your ads when advertising on streaming radio.

PROGRAMMATIC ADVERTISING

TARGETED DISPLAY

Bring your message to exactly the right audience wherever they are online and whatever device they are using. All campaigns are set with a general geographic area to ensure the right geographic audience is viewing your ads.

GEO-FENCING

Reach individuals in a specific area through mobile applications within a small geographic area. This is best used for marketing events of your own or your competitors.

RUN OF NETWORK

A cost-effective solution that maximizes your presence in the market by spreading your message across a curated list of national websites.

CONTEXTUAL

Reach internet users interested in your products or services by targeting content and topics across our national website options.

DEMOGRAPHIC

Reach internet users of specific ages, genders, household incomes, professions, interests or behaviors showing interest in products, services or categories.

PRE-ROLL

A great way to serve your video ads to the geographic area, maximizing your presence in the market.

REMARKETING

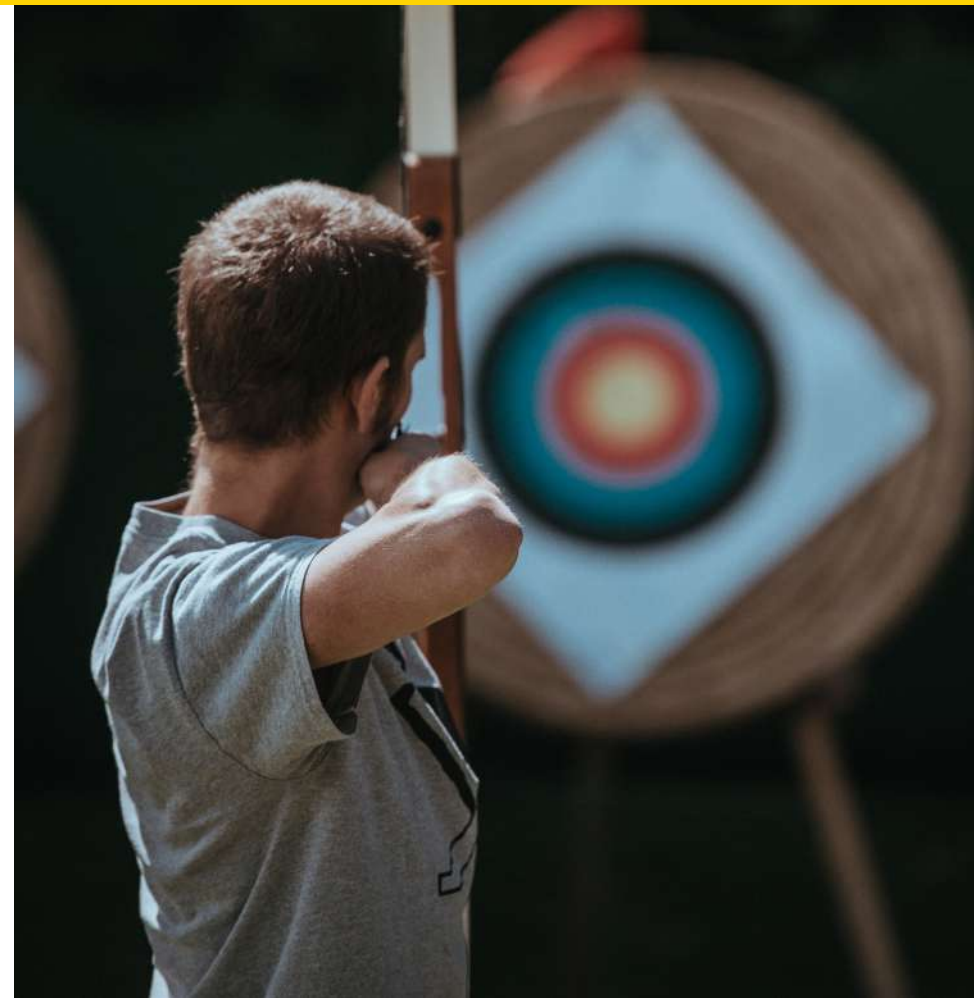
Serving ads to individuals who are already aware of your product or services to keep your business at the top of their mind.

Ad Serve your ad to individuals who have clicked on your ads before.

Website By placing a pixel on your website we can serve ads to individuals who have already expressed interest in your business by visiting your website.

Search By using third party search data (Amazon) we can serve ads to individuals who have searched for your product or service. This is best used for general products rather than services.

Our comprehensive programmatic advertising platform targets your audience wherever they are based on specifics to your business and serves them your ads through various types of media. ***With a focus on the target audience rather than a specific website, our team can deliver your message to your ideal customer in a cost effective manner.*** The websites in our programmatic advertising platform consist of quality premium national websites and industry/topic specific websites.



FACEBOOK



Facebook continues to be the most widely used social media platform. 79% of internet users in the US are on Facebook, and 1 in every 6 minutes they spend online is accredited to Facebook. Facebook offers a wide range of advertising objectives, everything from increasing brand awareness to downloading your app.

LATEST & GREATEST

The Casper Star-Tribune has partnered with Facebook to ensure we are the market's expert. We have built ads using every feature Facebook has available and we deliver results that double the industry average.

This is in part because we have our own Facebook representative to provide us with guidance in campaign management and also rollout upcoming product releases. ***This partnership with Facebook is invitation only and cannot be requested.***

FACEBOOK LIVE EVENTS

Facebook Live video streaming is an excellent way to provide unique content and interact with your customers. The Casper Star-Tribune can help organize and set up Facebook Live events for you. We also have the capabilities to stream your live video simultaneously across multiple Facebook pages and other social sites like YouTube.

PIXEL

The Facebook pixel makes conversion tracking, optimization and remarketing easier than ever. The Casper Star-Tribune will partner with you to ensure your website or apps contain a Facebook pixel. Utilizing the data funneled from the Facebook pixel we can tell you how users are interacting with your website or app, track conversions, and build look-a-like audiences for future campaigns.

CUSTOM AUDIENCES

Facebook has a wide selection of targeting options. The Casper Star-Tribune will work to build custom audiences by pulling data from multiple sources to ensure your ad reaches the right user at the right time.

CUTTING EDGE CREATIVE

Facebook offers multiple ad layouts including ads that generate leads, highlight unique product/service offers, or provide a full screen mobile takeover experience.

PINTEREST

SETUP

Through the Casper Star-Tribune's partnership with Pinterest we can help setup the Pinterest tile and pixel on your website and app. With our next level analytics we will use the data from your website traffic to create custom audiences and content. We will then build relevant pins/content and funnel more traffic to your website, app, and storefront.

PROMOTED PINS

Promoted Pins are just like regular Pins, only you pay to have them seen by more people. They're ads that perform just as well, if not better, than organic Pins, by helping people discover and save ideas. When someone saves a Promoted Pin, other people see that Pin in their feeds, which drives additional reach and sales potential, especially among new buyers!

Since Pins last forever, your ads continue to engage people and support your goals for years to come. **Advertisers receive an average of 20% more (free!) clicks in the month after launching a Promoted Pin campaign.**

SEARCH SOLUTION

97% of searches on Pinterest are unbranded and 72% of their users say that Pinterest has helped them find new brands. The Casper Star-Tribune can launch a campaign that matches keyword searches to your products and services.



Pinterest has 200 million users in the US, and 52% are millennials. People come to Pinterest looking for ideas to discover, save and do. Promoted ads and pins will directly connect your business to potential customers and let them how you can fit into their lives.





Snapchat is a particularly important platform for brands whose target market aligns with Snapchat's core demographics. Consultancy Millward Brown found that 86 percent of U.S. Snapchat users fall into the 13- to 34-year-old age demographic. The network reaches 41 percent of all 18- to 34-year-olds in the United States every single day. **Research conducted by MediaScience found that Snapchat video ads delivered more than 2x the lift in purchase intent compared with TV and other popular social platforms.**

GEOFILTERS

Geofilters are creative overlays that capture where you are or what you're up to in a Snap! From birthdays and weddings to "welcome home" shindigs and gameday tailgates, Geofilters make any moment more fun!

As the name implies, Geofilters are tied to a specific geographic location, ranging from individual storefront to an entire country. On average, Snapchatters view 1 billion filters every day, and a national Sponsored Geofilter typically reaches 40 to 60 percent of Snapchatters in the United States. That's a lot of opportunities to reach your audience.

SNAP ADS IN STORIES

A Snap Ad is a (maximum) 10-second video ad that includes the option to provide more information to users who swipe up from the ad. The additional information can be more in-depth content or interaction with your brand. Snap ads can appear in between Stories from a user's friends, or within premium content that appears within Discover, including Snapchat Stories, Publisher Stories and Shows. Snapchat also offers "sequenced messaging," a bundle of 10-second Snapchat ad video segments that run back-to-back.

APP DOWNLOADS

Snapchat has proven to be an effective platform for app downloads. Snapchat case studies for app installs have shown an initial 8.5% conversion rate, however using look-a-like audiences has increased conversion rates to 13%.

REACH

Trib.com is the largest trafficked website in Wyoming. We average over 400,000 unique visitors and 2.9 million+ page views monthly. Visitors average 2 minutes per session with 3 page views per visit.

HTML5

We can produce a HTML5 creative or you can provide your own. Either way, we can place HTML5, video, or animation into our highest impact positions and we support MP4 and YouTube.

DEPLOYMENT

Trib.com also allows for targeted messaging. We can program display ads to be on specific platforms such as mobile or desktop, as well as input demographic data to ensure your message reaches the right people at the right time.

WEBSITE TAKEOVER

Ads on Trib.com are priced at a CPM basis, however we do offer 100% SOV services. You can take over the entire site, certain website sections, city/town or even target certain user groups. If you interested ask us for a custom quote!

REPORTING

The Casper Star-Tribune will always provide next-level analysis to your campaigns. We review the creative, ad position and several other factors to present alternative strategies that will maximize your return on investment.



Digital news sites are thriving and our reach and engagement has never been better! Advertising on a newspaper website gets your message in front of highly affluent audiences and as an advertiser you can take advantage of advanced targeting options. Narrow your message based upon household income, age, gender, interests and more. **70% of U.S adults with an income over \$100,000 and 75% of college graduates visit newspaper sites weekly.**

BUSINESS INTELLIGENCE TOOLS



In the ever-growing digital realm of marketing how can you be sure you're activating on the right data? Have you ever been served an advertisement on your smartphone that was something you needed or wanted or searched for? Utilizing next level analytics, we can provide that same solution and get your advertisement to the right person at the right time.

DATA FUNNEL

No matter how large or small the campaign, the Casper Star-Tribune can provide a variety of campaign performance reports. We can simply provide CTR analytics or match 1st party data and calculate KPI's such as new customer acquisition cost, ROI, social reach and more!

CUSTOM DASHBOARDS

Uniting data from scattered sources is a daily challenge for most businesses. The Casper Star-Tribune can create and manage custom dashboards that will be at your disposal 24 hours a day. We have over 150 integrations we can offer you, to ensure that all your data is accessible and gives you clear insight into meeting your goals and business objectives.

DATA MINING

Simply put, the world has changed. Thanks to computers, the Internet, social media, and smartphones you can understand your customers better than ever. The Casper Star-Tribune can take all your 1st party data and create look-a-like audiences by marrying 2nd and 3rd party data. ***By taking advantage of this service you can now get a 360 degree understanding of your current customers and prospects who would be most interested in your products/services.***

AUGMENTED REALITY

MARKER-BASED

The Casper Star-Tribune is proud to announce a new platform that can take any printed material and layer on augmented reality features. Our marker-based AR ads require a target image to be scanned by mobile devices. From there the possibilities are endless.

With our platform, we can set up features like; Click to Call, Click to Website, Video, Social Sharing and more. We can even use phones GPS to open up Apple/Google maps and give directions to your location!

ADVANCED CREATIONS

We offer custom solutions for the advertiser that wants more than our standard features. We can create custom animation and gaming, or even product demonstrations such as “trying” on clothes, experiencing a virtual test drive or viewing furniture in your home or office.

RESULTS

A study by Retail Perceptions revealed that 61% of shoppers prefer to shop at stores that offer augmented reality, over ones that don't. 77 percent of shoppers want to use augmented reality to see product differentiators such as a color, size or style.

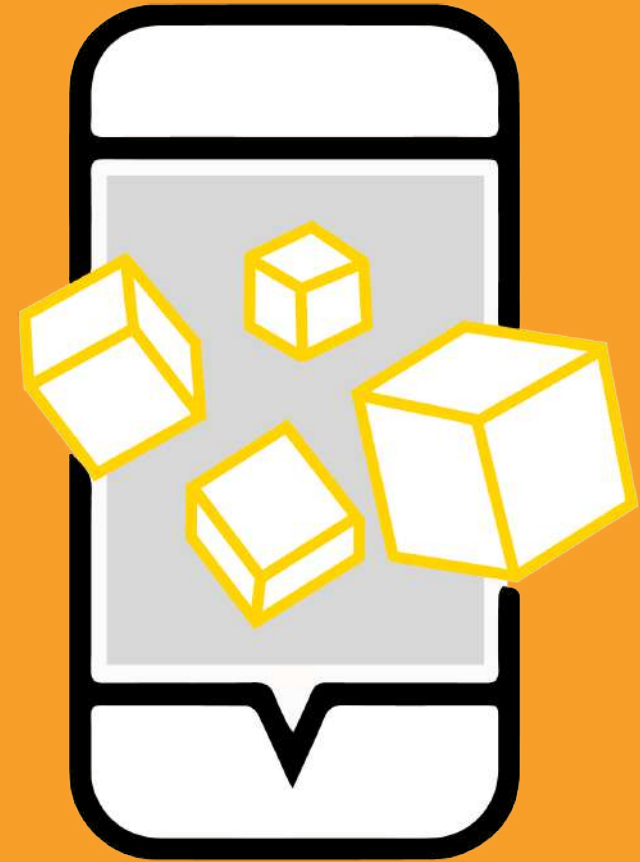
Selfridges, a London jeweler, launched AR to showcase their watches. Users could “try on” their product line and purchase if they wanted.

They reported increasing in-store sales by 85% and YouTube videos of the experience surpassed 100,000 views.

ANALYTICS

In the past, it was hard to calculate ROI on print campaigns. Unless a customer specifically brought in a print ad and pointed to it or redeemed a coupon there was no tried and true way to know if your advertising dollars were working to ring the cash register.

Adding AR to any print campaign, whether it's a print ad, POS display or direct mail, you can now see how many people are interacting with your print advertisements. Think of an AR scan as a click and now we can report on how many “clicks” your print ads get!



Augmented reality (AR) has exploded in popularity. It's difficult to find someone who's never heard of Pokémon GO. However, AR isn't just about kids and goes far beyond gaming and entertainment. Imagine, for instance, an eye-catching print ad that advertises movie times. Now think of the magic AR can do: readers point their smartphones at the ad and watch the trailer right on their phones. No doubt, most customers will remember the AR experience.

EMAIL MARKETING

LOCAL EMAIL BLASTS

Take your in-store promotion to the next level by leveraging the Casper Star Tribunes' contest and promotion email list which has over 26,000 subscribers. We can create an eye-catching HTML template for you or you can send us the creative camera ready. Either way, prepare for the cash register to ring.

TARGETED EMAIL BLASTS

Get your message into the right inbox by using our Targeted Email Solutions. Start by choosing your audience and select demographic, geography (local, regional or national), household income or more. We use a thorough hygiene data cleansing process where inactive addresses have been discarded and all addresses have opted in to receive promotions. ***We can even match those emails to a physical address and expand your campaign into a direct mail campaign.***



In today's experience-driven culture, your customers expect more from email than lackluster messages, bad timing, or impersonal communication. If you can't prove that you know and respect them by sending the right messages at the right time, your emails will end up in the junk folder. You need an email strategy for today's expectations, and you need the technology to blow those expectations away.

VIDEO PRODUCTION



Video ads are more attention-grabbing than static web banner ads and are also more engaging than traditional TV advertisements. In general, online videos increase user engagement, even if they are not video advertisements. Videos tend to naturally increase the amount of time the user spends on a page. The Casper Star-Tribune has invested in the right partners, personnel, and technology to create a multitude of video production packages.

FULL PRODUCTION

The Casper Star-Tribune can reliably offer any type of video content, from simple B-roll capture to high production shoots, and even animated videos. We can handle the entire video production, from scripts to actors to post production we will deliver an end product you own and can use through multiple sources.

360 DEGREE VIDEO

360 Degree Video offers your customers a truly immersive and interactive way to connect with your business. With mobile technology continuing to get more advanced and the introduction of virtual reality platforms like the Samsung Gear VR and Oculus Rift, 360 degree video offers your customers unique interactive content.

In comparison with standard video ads, 360 degree video ads dominate the standard ads on all the earned action metrics, including views, shares, and subscribes. In total, the 360 ads drive 41% more earned actions than the standard

STOCK VIDEO PRODUCTION

The Casper Star-Tribune also offers 5,000+ stock videos we can edit to display your message. These videos are attention grabbers and can be utilized in social media or display ads to draw attention to your brand and message. While the video may be stock we add custom music and text playing throughout the video to make it uniquely yours.

REPUTATION MANAGEMENT

DIRECTORY LISTINGS

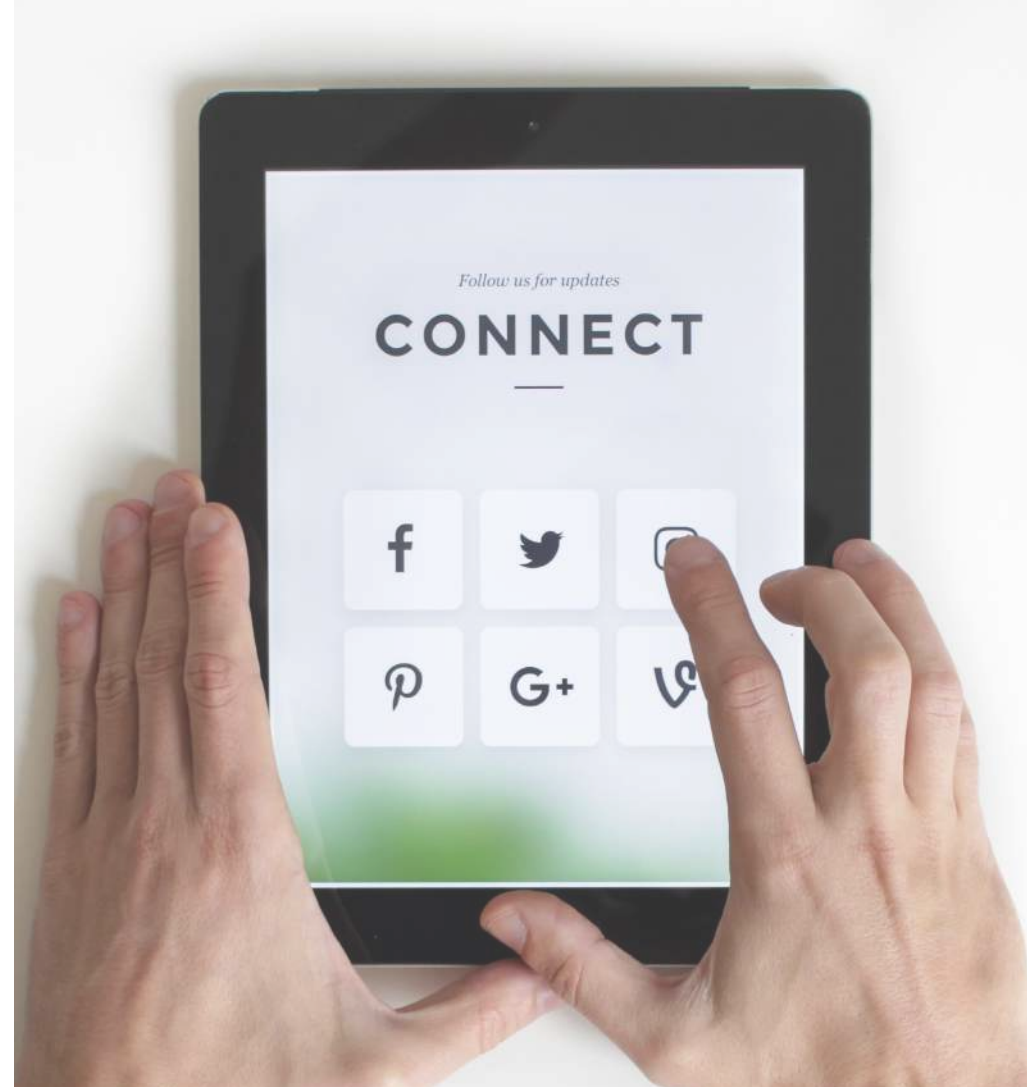
The Casper Star-Tribune partners with various social sites including Facebook, Google +, Twitter, Angie's List, Yelp, Yahoo, and many, many more to ensure your social presence truly reflects your business. We can manage or create profiles on over 2 dozen sites. We will also create a dashboard and report where your information is and isn't on social sites, as well as alert you of any incorrect information.

ENGAGEMENT

Our standard package manages your Facebook, Google +, and Twitter accounts. After gaining insight, we will create a social posting calendar that will keep your followers engaged. We will distribute posts on all the before mentioned accounts, as well as any additional listings that we manage that may apply.

REVIEW MANAGEMENT

Social media posting can be a full-time job, not to mention review management. Customer service is key, no matter what industry your business is in. It is important to acknowledge customers when they have a great experience, as well as to recognize when they haven't. The Casper Star-Tribune will monitor all your reviews, and respond on your behalf with approved responses provided by you. We will notify you when any new review is entered and the action we took, and if there is need for your follow up.



The Casper Star-Tribune believes businesses have the right to control how they look online. That's why we're here. ***We're focused on building a platform that helps businesses do three main things: monitor, manage, and build their online reputations.***

SEO/SEM



In a world where any question you have is just a search away, it is imperative that your business shows up when relevant searches are made. There are two ways to get your business on the first page of related searches - SEM and SEO marketing.

SEO (SEARCH ENGINE OPTIMIZATION)

SEO is essentially a component of the larger category, SEM. According to Google's Knowledge Graph, search engine optimization is "the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine."

The SEO industry is continually changing due to the frequent changes made to Google's algorithm. But, there is one aspect of SEO that stays constant: SEO is made up of On-Page and Off-Page activities.

SEM (SEARCH ENGINE MARKETING)

Select and target specific search queries and keywords so your business and ads show up above organic results. SEM is a PPC model and you are only charged when someone clicks on your ad. SEM is a great way to immediately drive traffic to your website and get results in a short period of time.

WHICH TACTIC IS BETTER?

Many marketers debate whether one is better than the other. However, there are many situations where PPC (a component of SEM) makes more sense than SEO. For example, if you are first launching a site and you want immediate visibility, it is a good idea to create a PPC campaign because it takes less time than SEO, but it would be unwise to strictly work with PPC and not even touch search engine optimization.

Although organic SEO takes longer to show results, in the end it will be less costly and you will establish a search credibility that you might not establish with PPC. As always, when it comes to choosing the best tactic, it is important to evaluate your specific needs, be sure to fully understand the differences and how efforts will be maintained.

Print Marketing Services



Zone Runs



Display Ads



Classified Ads



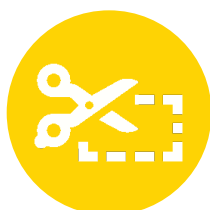
Special Sections



Tab Sections



Sticky Notes



Pre-Print Inserts



Polybags



Direct Mail



Magazines



Brochures



We've been Wyoming's trusted news source since 1891 and pillar of Wyoming's community. Everyday our carriers deliver our print products across this state to a dedicated customer base. For generations we've provided the news to Wyoming, but also made sure our advertisers' message was top of mind and tip of tongue for our readers. Today that tradition continues by making sure your message is received.

NEWSPAPER & BEYOND

STATE-WIDE REACH

The Casper Star-Tribune is Wyoming's only newspaper with state-wide reach. We offer zone runs that can target our whole readership or only the Casper area. On top of that we have a partnership with the Wyoming Press Association that allows us to place your ads in all the local newspapers throughout the state. We also own and operate the Casper Journal which is our weekly publication that is distributed through the city of Casper on Wednesdays.

RETAIL VS. CLASSIFIED

The Casper Star-Tribune offers display ads throughout the paper. We offer dedicated placement throughout and can match your ad with any section at your request. Our classified section is an excellent opportunity to place help wanted ads, or run real estate or auto ads with a state-wide reach. We offer a special package that allows you to run 7 lines in our classified section for the entire month, called 7 for 30's.

HIGH IMPACT

The Casper Star-Tribune and Casper Journal offer high impact advertising solutions that will allow your message to truly stand out. We offer dedicated sponsorship on our polybags, the plastic bags that newspapers are inserted to. The Tribune and Journal can feature sticky note ads that are full color placed over our mastheads on the front page. We also offer full broadsheet wraps that go over the entire paper.

INSERTS

We continue to be the shoppers guides for deals with our retail circular inserts. The Casper Star-Tribune has the ability to place your insert within our papers, as well as design and print them if needed.

**Starting at \$17
per column inch**



For centuries, newspapers have been responsible for credible and in-depth reporting on local, regional, national and global issues every day. The trust and reliance readers place on newspapers have a hallow effect on advertising found within the medium. ***Despite being heavier users of digital media, audiences under the age of 35 ranked ads in newspapers as the most trustworthy of all media.*** Moreover, the study showed respondents aged 18 to 24 readers trust ads in newspapers more than any other media and more than any other age group.

Source: <https://mumbrella.com.au/consumers-trust-ads-content-newspapers-media-channels-new-study-suggests-469388>

Native Advertising

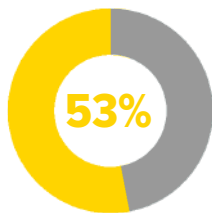
We are content creators. We seamlessly integrate custom created content for your brand into our premium editorial environment allowing for a fully immersive and engaging, contextually relevant experience.

We are experts. Our team has expertise across every category, ensuring we develop custom organic experiences through content creation, telling your story in an authentic and impactful way.

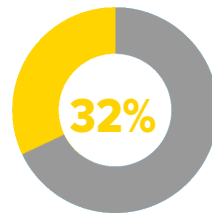
Turn-key content marketing. We create, distribute, promote, provide analytics and optimize allowing a holistic experience for our partners.



of individuals want to learn about products through content vs. advertising



People view native ads 53% more than banner ads



of consumers said they would share a native ad vs. 19% for banner ads

*Friends Don't Let Friends Drive **JUNK***
JUST SAY "YES!" TO A NICER, NEWER® CAR

"I'm sick and tired of all the clunkers junking up the streets of Casper! But when I ran into an old friend driving a piece of junk, that was the last straw." Brad Follensbee from White's Mountain Motors said yesterday. "I knew I had to take action."

"This month I'm helping junk drivers recover from their old rides and drive for just \$5 down. After all, friends don't let friends drive junk!" He finished.

So if your old ride has seen better days, let your friends at White's Mountain Motors help you kick the habit. You could be driving a Nicer, Newer® car today for just \$5 down.

STOP DRIVING JUNK

Is your old ride a thorn in your side? Have you ever worried about breaking down during your morning commute? Or maybe you're just sick of the look of the thing. Whatever the reason, it's time to flunk the junk because White's Mountain Motors wants to help you drive a Nicer, Newer® car you love.

"We get it! Driving a car you're ashamed of is no fun. That's why we believe Everyone Deserves To Drive A Nicer, Newer Car® and that nobody should be stuck driving junk. So right now I'm on a mission to help all my friends in Casper drive a Nicer, Newer® car they can be proud of." Brad said.

HAS YOUR CREDIT BEEN THROUGH THE SCHOOL OF HARD KNOCKS?

Don't let a few bad marks on your credit report keep you from driving the Nicer, Newer® car you've been dreaming of. At White's Mountain Motors, they put their customers first, before everything else. That's what makes them a Dealer For The People®. "Plus, my For The People® Credit Approval Process makes the grade with the banks and lenders who want to approve you," Brad said.

"We do our best to connect you with the right financing sources so you can secure terms that makes the most sense for your situation. So don't lose sleep over a few hiccups—we'll do our best to figure out a solution just for you!" He finished.

DARE TO KISS YOUR OLD RIDE BYE-BYE

Junk driving has been wreaking havoc on Casper streets and residents for far too long. And now, one local businessperson is standing up and speaking out against this problem. "I consider my fellow Casper residents more than just neighbors, they're my friends. And friends don't let friends drive junk. So right now I'm helping junk drivers

recover from their old rides and drive for just \$5 down!" Brad told us.

So don't let your embarrassing old junker ruin another minute of your day. Join the party and take advantage of this great opportunity at White's Mountain Motors, located at 2400 E Yellowstone Highway, right away.

Call 307-462-0094 to setup your VIP Appointment. Or start the quick and easy credit approval process at www.whitesmountainchevy.com. **Hurry! This deal won't last past the end of the month.**

WHITE'S MOUNTAIN CHEVROLET

*Friends Don't Let Friends Drive **JUNK***
JUST SAY "YES!" To A Nicer, Newer® Car

*Credits and \$5 down require bank approval. Negative equity may be refinanced. Offer absolutely expires on September 30, 2013.

Amplified Direct Mail



Amplified Direct Mail is a full-service direct mail division of Amplified Digital and The Casper Star-Tribune that provides integrated and comprehensive direct mail services. All products and services are customized and scalable to meet the objectives of local, regional and national clients – and from a single source for maximum efficiency and convenience.

Amplified Direct Mail services include:

- Market Analysis
- Creative Design
- Printing

shopdirect

HEARTLAND ELECTRIC
309.808.1560
www.heartlandelectric.biz

GOOD FOR 10% OFF ANY SERVICE (\$100 MAXIMUM VALUE)
SPECIALIZING IN NEW CONSTRUCTION, REMODELS, SERVICE CALLS AND GENERATORS
VALID THROUGH DECEMBER 31, 2017
LIMIT ONE PER CUSTOMER

Born Free
4lb Bag \$2.00 OFF
12lb Bag \$4.00 OFF
25lb Bag \$6.00 OFF

Contact Us Today at:
1500 E Empire St, Bloomington
(309) 662-2153

PANTAGRAPH

The Customer is 1st at **Los Positas** Full Bar Available
REAL MEXICAN CUISINE
Open 7 Days a Week Sun-Thurs 11am-10pm, Fri-Sat 11am-10pm
Gift Certificates Available
Special Every Day

ARE YOU READY?
Take the 90 Day Challenge!
The foundation of the Nourish program is:
• Food Sensitivity
• Genetic Fitness Testing
• Detoxification
• Healthy Meal Preparation
• Wellness Coaching

WE DON'T GUESS, WE TEST!
No two people are the same. This is why.

nourish
real food. real results.
Start on a NEW YOU before the NEW YEAR

THE VEIN SPECIALISTS
Better Care. Better Results.
FREE SCREENINGS

Love your legs...again!
Start doing the things you've missed doing...today!
Do you have leg swelling, leg cramps, itching, burning, painful or achy legs, restless legs, skin ulcerations, numbness, spider veins or varicose veins?

KATHRYN BOHN, MD
THOMAS NIELSEN, MD
RICHARD CASTILLO, MD
JONATHAN BENSON, DO
RUEL WRIGHT, MD

BLOOMINGTON
3302 Gerig Dr., Suite 100
Bloomington, IL 61704

PERU OFFICE
2011 Rock St., Suite D-2
Peru, IL 61354

SPRINGFIELD OFFICE
2921 Greenbriar Dr.
Springfield IL 62704

STREATOR OFFICE
119 S. Sterling St.
Streator, IL 61364