

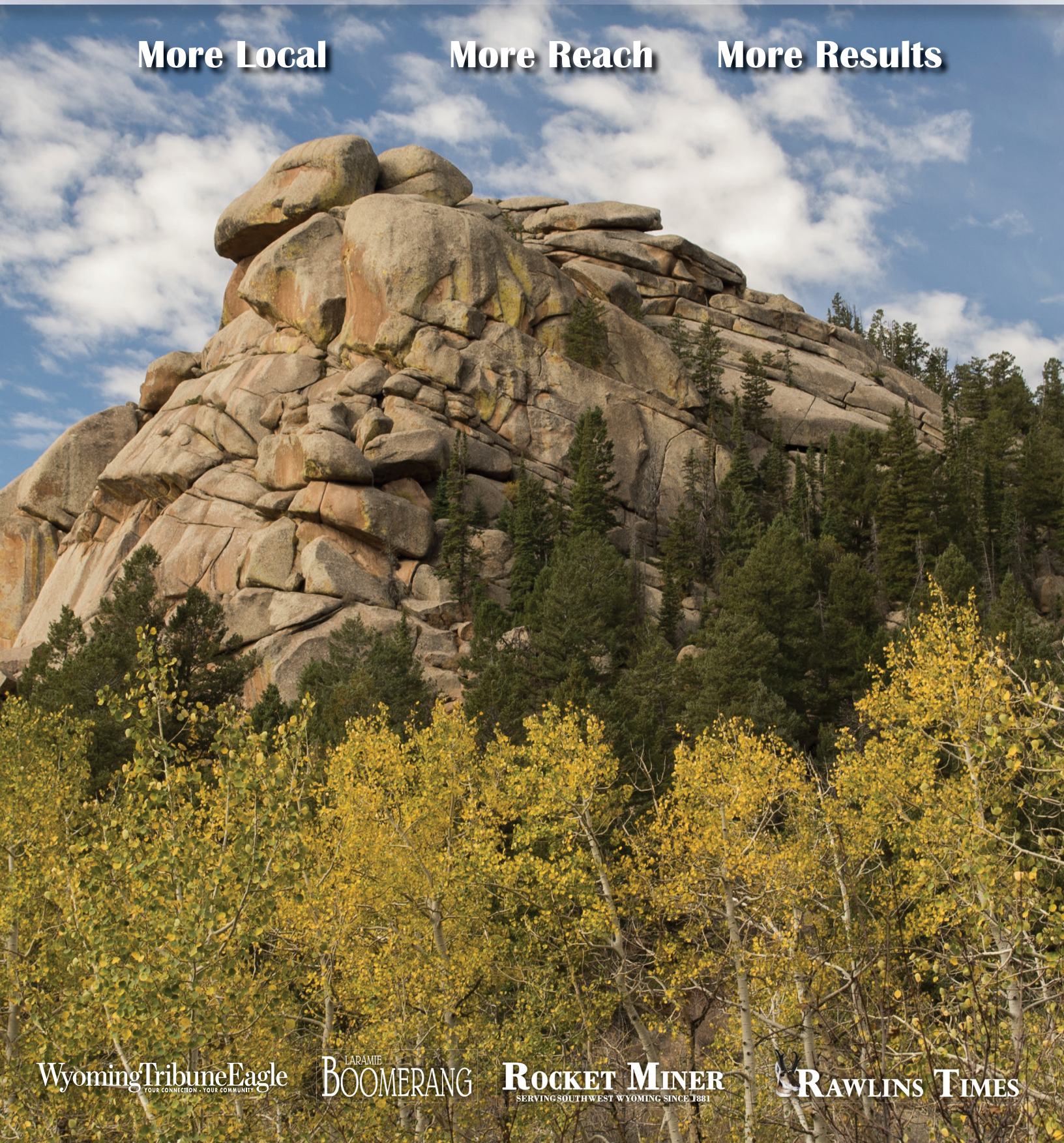
Southern Wyoming

2025 Comprehensive Rate Guide

More Local

More Reach

More Results



WyomingTribuneEagle
YOUR CONNECTION • YOUR COMMUNITY

LARAMIE
BOOMERANG

ROCKET MINER
SERVING SOUTHWEST WYOMING SINCE 1881

RAWLINS TIMES

Cheyenne Wyoming Tribune Eagle/SEO Combo: 10k Impressions

4 COLOR RATES						
Ad Size	1 4C Ad CMYK	4C 25% 1 Pickup	4C 50% 2 Pickup	4C 75% 3 Pickup	Digital Editions	WEEKLY
1/15 size	\$203	\$154.75	\$106.50	\$58.25	\$50	\$672.50
1/8 size	\$287	\$191.50	\$131	\$70.50	\$61	\$806
1/4 size	\$446	\$312	\$213	\$114	\$100	\$1250
Half Page	\$748	\$543.50	\$369	\$194.50	\$183	\$2103
Full Page	\$1215	\$890	\$600	\$310	\$288	\$3368

Sunday/Tuesday electronic edition included - Total Audience 22,222
Publication Dates: Print Edition: Wednesday - Saturday, Eedition: Tuesday - Sunday

Laramie Boomerang/SEO Combo: 5k Impressions

4 COLOR RATES						
Ad Size	1 4C Ad CMYK	4C 25% 1 Pickup	4C 50% 2 Pickup	4C 75% 3 Pickup	Digital Editions	WEEKLY
1/15 size	\$193	\$147.25	\$101.50	\$55.75	\$50	\$597.50
1/8 size	\$273	\$181	\$124	\$67	\$61	\$721
1/4 size	\$420	\$292.50	\$200	\$107.50	\$100	\$1135
Half Page	\$705	\$507.50	\$345	\$182.50	\$183	\$1938
Full Page	\$1103	\$806	\$544	\$282	\$282	\$3032

Sunday/Tuesday electronic edition included - Total Audience 9,828
Publication Dates: Print Edition: Wednesday - Saturday, Eedition: Tuesday - Sunday

Rawlins Times/SEO Combo 5k Impressions

4 COLOR RATES			
Ad Size	1 4C Ad	4C 50% 1 Pickup	WEEKLY
1/15 size	\$164	\$87	\$301
1/8 size	\$230	\$102.50	\$347.50
1/4 size	\$344	\$162	\$521
Half Page	\$561	\$273	\$849
Full Page	\$855	\$420	\$1290

Sunday/Tuesday electronic edition included - Total Audience 6,560
Publication Dates: Wednesday & Saturday

Rock Springs Rocket Miner/ SEO Combo - 5k Impressions

4 COLOR RATES			
Ad Size	1 4C Ad	4C 50% 1 Pickup	WEEKLY
1/15 size	\$193	\$101.50	\$344.50
1/8 size	\$273	\$124	\$412
1/4 size	\$420	\$200	\$635
Half Page	\$705	\$345	\$1065
Full Page	\$1125	\$555	\$1695

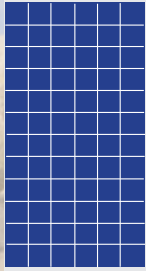
Sunday/Tuesday electronic edition included - Total Audience 8070
Publication Dates: Wednesday & Saturday

Publication Deadlines

Publication	Day of Publication	Ad booking Deadline	Ad final approval by
Cheyenne & Laramie Deadlines	Wednesday	Monday 3 p.m.	Tuesday 3 p.m.
	Thursday	Tuesday 3 p.m.	Wednesday 3 p.m.
	Friday	Wednesday 3 p.m.	Thursday 3 p.m.
	Saturday	Thursday NOON	Friday 3 p.m.
Rock Springs & Rawlins Deadlines	Wednesday	Thursday 5 p.m.	Monday 3 p.m.
	Saturday	Tuesday 5 p.m.	Thursday 3 p.m.
Southeast Wyoming Extra Deadlines	Wednesday	Tuesday 8 days prior by 3 p.m.	Tuesday 8 days prior by 5 p.m.

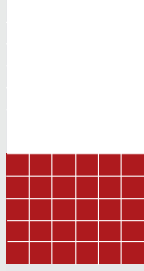
Broadsheet Modular Ad Sizes

Dominance

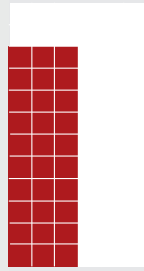


Full Page
6 col. x 19.5 inches

Identity

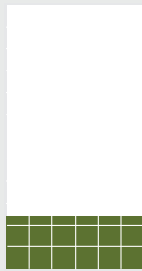


1/2 Page
6 col. x 10 inches



1/2 Page
3 col. x 19.5 inches

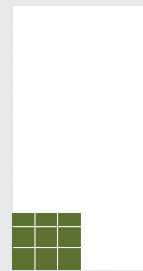
Impression



1/4 Page
6 col. x 5 inches



1/4 Page
3 col. x 10 inches

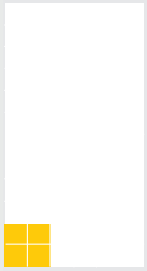


1/8 Page
3 col. x 5 inches



1/8 Page
2 col. x 7.5 inches

Branding

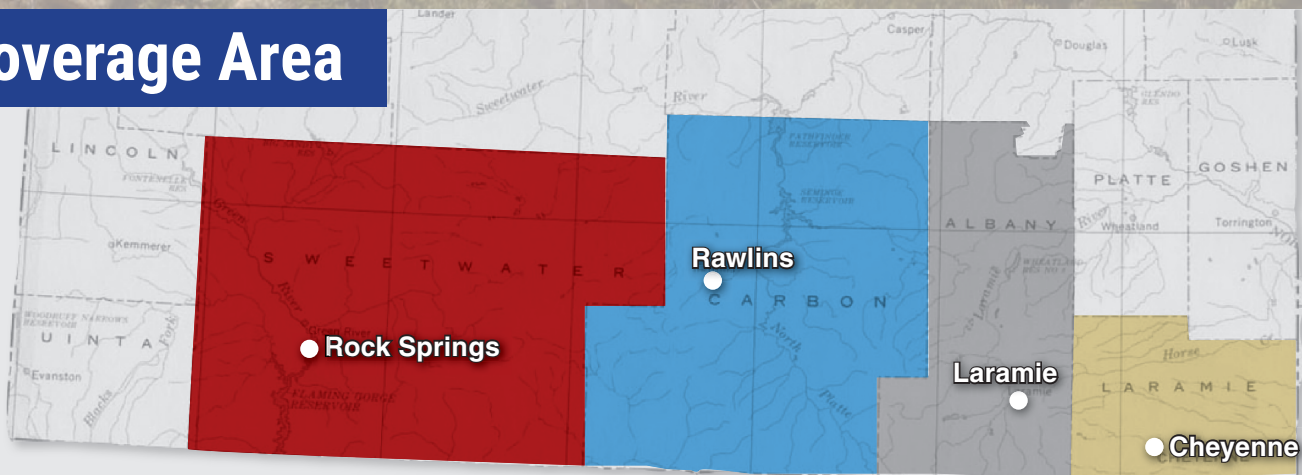


1/15 Page
2 col. x 4 inches

Column Sizes

Columns	Width (Inches)
1	1.72
2	3.565
3	5.41
4	7.255
5	9.1
6	10.955

Coverage Area



CHEYENNE: Wyoming Tribune Eagle & Hometown Shopper Extra

Cheyenne is in Laramie County which is in the southeastern corner of Wyoming. As of the 2010 census, the county population was 91,738 making it the most populous county in Wyoming. The county seat is Cheyenne, which is also the state capital.

Cities: Cheyenne, Pine Bluffs, Burns, Carpenter, Albin, Hillsdale

Zip codes: 82001, 82002, 82003, 82005, 82006, 82007, 82008, 82009, 82010, 82050, 82053, 82054, 82059, 82060, 82061, 82081, 82082

LARAMIE: Boomerang & Marketplace

Laramie is in Albany County which is located along I-80 in Wyoming. As of the 2010 census, the county population was 36,299. Laramie, is the county seat and have the states only 4 year college, the University of Wyoming.

Cities: Laramie, Rock River, Buford, Fox Park, Centennial, Tie Siding, Jelm-Woods Landing

Zip Codes: 82051, 82052, 82055, 82058, 82063, 82070, 82071, 82072, 82073, 82083, 82084, 82201, 82329

RAWLINS: Times

Rawlins is in Carbon County located along I-80 in Southern Wyoming. As of the 2010 census, the county population was 15,885. The county seat is Rawlins.

Towns: Rawlins, Saratoga, Grand Encampment, Medicine Bow, Baggs, Elk Mountain, Sinclair, Hanna, Riverside, Dixon

Zip codes: 82301, 82321, 82323, 82324, 82325, 82327, 82329, 82331, 82332, 82334, 82335, 82615

ROCK SPRINGS: Rocket-Miner

Rock Springs is in Sweetwater County which is along the I-80 corridor toward the eastern side of Wyoming. As of the 2010 census, the county population was 43,806. Its county seat is Green River. In area, it is the largest county in the state.

Towns: Rock Springs, Green River, Wamsutter, Bairoil, Superior, Granger, Table Rock

Zip codes: 82322, 82336, 82901, 82902, 82929, 82932, 82934, 82935, 82938, 82942, 82943, 82945

Cheyenne Wyoming Tribune Eagle/Southeast Extra/SEO Combo - 10k Impressions

4 COLOR RATES	
Ad Size	1 4C Ad
1/15 size	\$56.50
1/8 size	\$87
1/4 size	\$160

Ad Size	1 4C Ad
Half Page	\$316
Full Page	\$599

Sunday/Tuesday electronic edition included
 Total Audience 33,053
 Print edition publishes Wednesday

Multi-Market Buy Discounts:

2- markets	10%
3- markets	12%
4-markets	15%

Preprint Rates

Publication	Publishes	Circulation Paid/ TMC	Single Sheet	4pg	8pg	12pg	16pg	24pg
Wyoming Tribune Eagle	Wed-Sat	4790	\$60	\$74	\$82	\$84	\$88	\$90
Southeast Wyoming Extra	Wed	8860	\$60	\$60	\$60	\$60	\$60	\$60
Laramie Boomerang	Wed-Sat	1790	\$79	\$80	\$81	\$82	\$83	\$90
Rawlins Times	Wed & Sat	611	\$275 Flat Rate					
Rock Springs Rocket Miner	Wed & Sat	975						

*net rates per thousand

Advertising Agreement

Advertiser: _____

Business Address: _____

City/State: _____ Zip: _____

Billing Address: _____

City/State: _____

The _____ and the undersigned advertiser agree that

the _____ shall provide and the advertiser shall purchase advertising and services in the lease space upon the following terms and conditions:

1. The term of this contract shall be: _____ through _____
2. The advertiser agrees to use lease space advertising and services totaling \$_____
Based on the above commitment the advertiser shall receive the following rates based on the published rate card effective January 1, 2024.
3. Multiple publication discount: _____%
4. Payment is due and payable for each month's advertising by the 20th of the following month.
5. Advertisers agree that should the amount of space contracted for not be fulfilled, the lease space will charge the advertiser's account the difference between the contract rate and the earned rate for the entire amount of space used during the contract period.
6. The publisher reserves the right to revise the rate at any time on thirty (30) days written notice, reserving to the Advertiser the right to cancel their contract without penalty on the date the new rate becomes effective.
7. All advertising shall be placed by the advertiser or through his/her designative representatives listed below:
Designated Representatives: _____

Advertising Representative Signature Date

Print Advertiser Name Date

Advertising Representative Signature Date

Business Owner or Authorized Representative Signature Date