

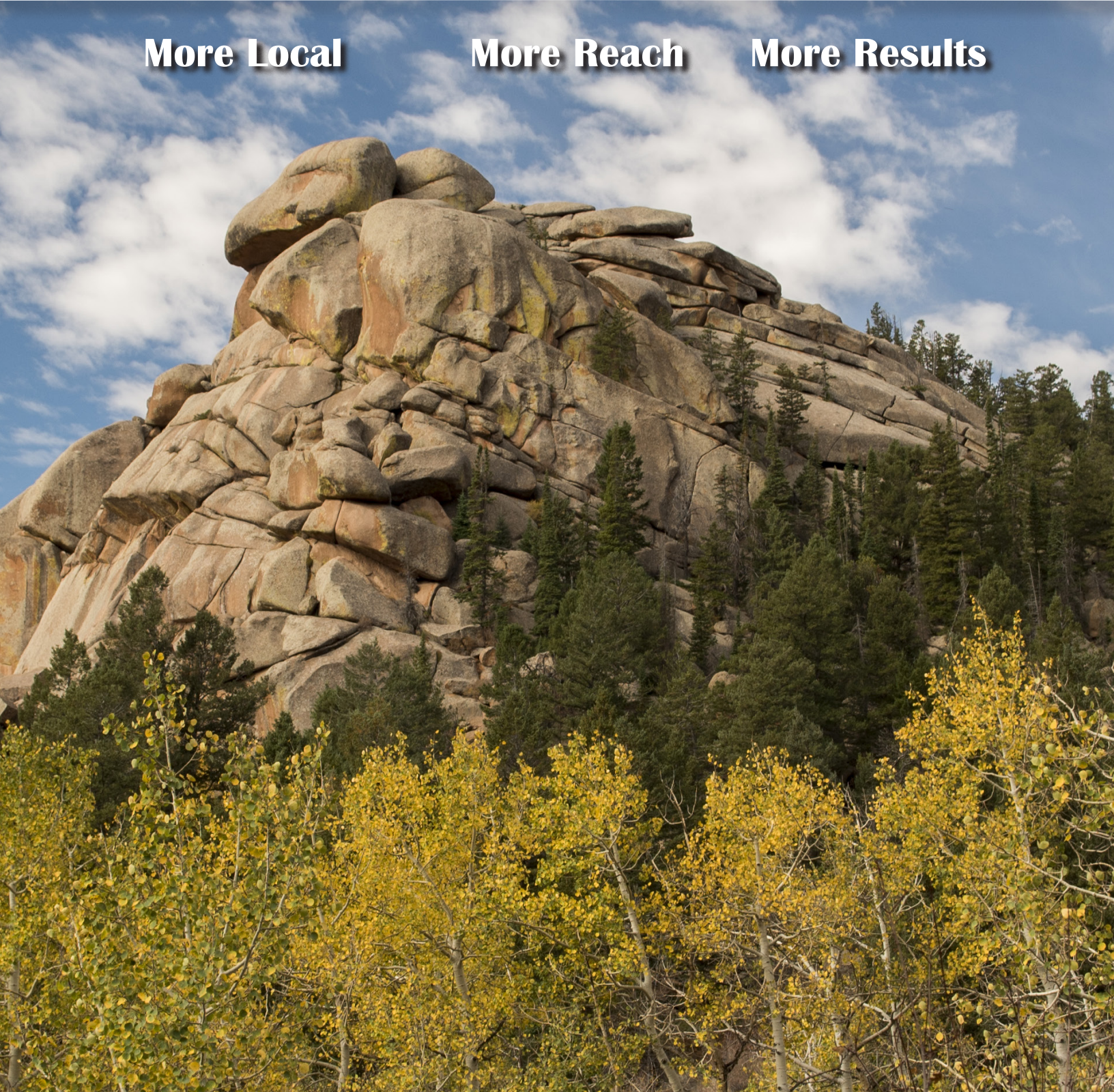
# Southern Wyoming

Comprehensive Rate Guide

**More Local**

**More Reach**

**More Results**



# 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	\$195	\$102.50	\$347.50
1/4 size	\$344	\$162	\$521
Half Page	\$561	\$273	\$849
Full Page	\$855	\$420	\$1290

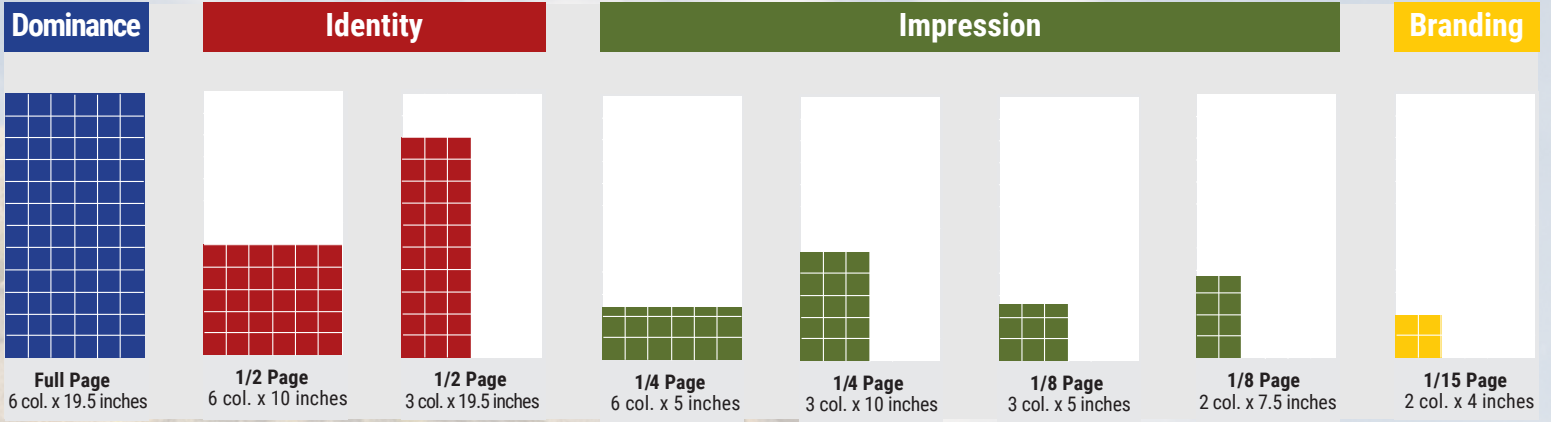
# Rock Springs Rocket Miner/ SEO Combo - 5k Impressions

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

## Publication Deadlines

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

# Broadsheet Modular Ad Sizes



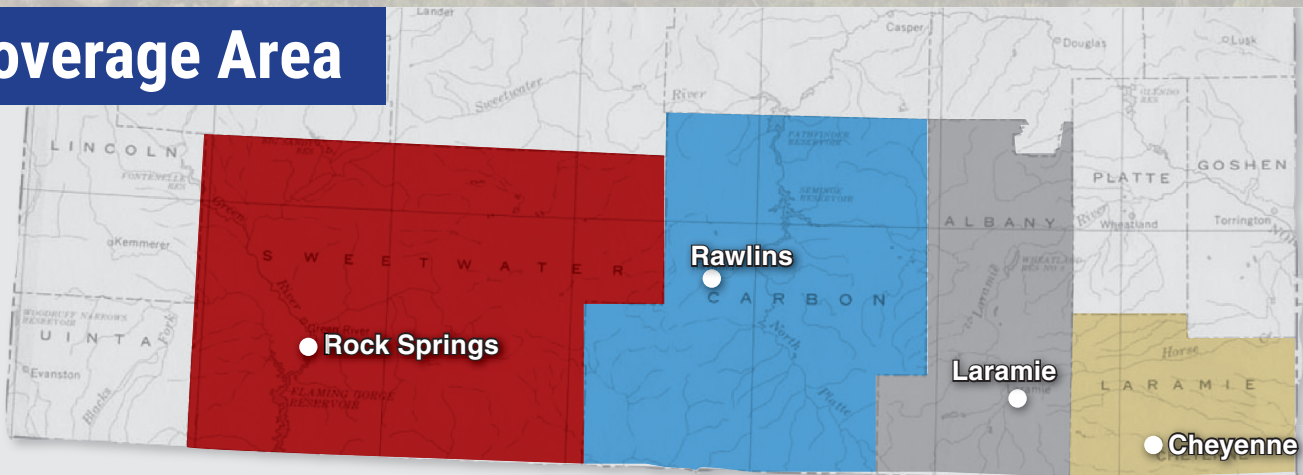
## Column Sizes Cheyenne, Laramie, Rock Springs

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

## Column Sizes Rawlins

Columns	Width (Inches)
1	1.3125"
2	2.75"
3	4.1875"
4	5.625"
5	7.0625"
6	8.5"

## 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 WTE/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	3964	\$60	\$74	\$82	\$84	\$88	\$90
Southeast Wyoming Extra	Wed	8437	\$60	\$60	\$60	\$60	\$60	\$60
Laramie Boomerang	Wed-Sat	1414	\$275 Flat Rate					
Rawlins Times	Wed & Sat	501						
Rock Springs Rocket Miner	Wed & Sat	814						

\*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