

Jackson Hole Daily

DISPLAY ADVERTISING

2021

Contact 307.732.7070 | www.jhnewsandguide.com | adsales@jhnewsandguide.com

Publisher: Kevin Olson

4x14 Full Page

\$644.00 / day

10.167"x13.833"

Add color for an additional \$82 per day

2x14 Vertical Half Page

\$341.60 / day

Add color for an additional \$82 per day

1x2

\$26.60 / day

Add color for an additional \$10 per day

2x2

\$53.20 / day 5"x1.833"

Add color for an additional \$20 per day

2x3

\$79.80 / day 5"x2.833"

Add color for an additional \$30 per day

4x7 Horizontal Half Page

\$341.60 / day

10.167"x6.833"

Add color for an additional \$82 per day

2x7 Quarter page

\$170.80 / day

5"x6.833"

Add color for an additional \$70 per day

2x4 Eighth page

\$97.60 / day

Add color for an additional \$40 per day

Flexibility for All Budgets! You choose: run 3, 4, 5 or all 6 days each week.

Reach Over 17,000 daily readers across Jackson, Teton County and Star Valley!

Frequency Contract

4 weeks*:	5% savings
13 weeks:	10% savings
26 weeks:	15% savings
48 weeks:	20% savings

*consecutive weeks

Ads scheduled for less than 6 days in a given week do not earn a full frequency discount. Three day minimum required schedule for all ads.

Non-Profit: 35% discount off Open rates for qualifying 501-(c)3 organizations

Advertising Deadlines

Publication Day	Materials & Space Due
Monday	Wednesday 4:00pm
Tuesday	Thursday 4:00pm
Wednesday	Friday 4:00pm
Thursday	Monday 4:00pm
Friday	Tuesday 4:00pm
Saturday	Wednesday 4:00pm

FREE DISTRIBUTION Monday-Saturday at 750+ outlets throughout Teton County, WY, Lincoln County, WY, and Teton Valley, ID.

Jackson Hole Daily EASY REFERENCE TABLE

2021

COST PER DAY

SAVE				5%	10%	15%	20%	35%
Ad Size Column x inches	Cost Per Day	Cost Per Day to Add Color	Cost Per Week	Daily Cost 24 ads	Daily Cost 78 ads	Daily Cost 156 ads	Daily Cost 288 ads	Non-Profit Rate
1x2"	\$26.60	\$10.00	\$159.60	\$25.27	\$23.94	\$22.61	\$21.28	\$17.28
1x3" or Gallery	\$39.90	\$15.00	\$239.40	\$37.90	\$35.91	\$33.91	\$31.92	\$25.92
2x2"	\$53.20	\$20.00	\$319.20	\$50.54	\$47.88	\$45.22	\$42.56	\$34.56
1x5"	\$66.50	\$25.00	\$399.00	\$63.17	\$59.85	\$56.52	\$53.20	\$43.20
2x3" or 1x6"	\$79.80	\$30.00	\$478.80	\$75.81	\$71.82	\$67.83	\$63.84	\$51.84
1x7"	\$93.10	\$35.00	\$558.60	\$88.44	\$83.79	\$79.13	\$74.48	\$60.48
2x4" (1/8 page)	\$97.60	\$40.00	\$585.60	\$92.72	\$87.84	\$82.96	\$78.08	\$63.44
1x9" or 3x3"	\$109.80	\$45.00	\$658.80	\$104.31	\$98.82	\$93.33	\$87.84	\$71.37
2x5"	\$122.00	\$50.00	\$732.00	\$115.90	\$109.80	\$103.70	\$97.60	\$79.30
1x11"	\$134.20	\$55.00	\$805.20	\$127.49	\$120.78	\$114.07	\$107.36	\$87.23
2x6"	\$146.40	\$60.00	\$878.40	\$139.08	\$131.76	\$124.44	\$117.12	\$95.16
2x7" (1/4 page)	\$170.80	\$70.00	\$1,024.80	\$162.26	\$153.72	\$145.18	\$136.64	\$111.02
3x5"	\$183.00	\$75.00	\$1,098.00	\$173.85	\$164.70	\$155.55	\$146.40	\$118.95
2x8" or 4x4"	\$195.20	\$82.00	\$1,171.20	\$185.44	\$175.68	\$165.92	\$156.16	\$126.88
2x9" or 3x6"	\$219.60	\$82.00	\$1,317.60	\$208.62	\$197.64	\$186.66	\$175.68	\$142.74
2x10" or 4x5"	\$244.00	\$82.00	\$1,464.00	\$231.80	\$219.60	\$207.40	\$195.20	\$158.60
3x7"	\$256.20	\$82.00	\$1,537.20	\$243.39	\$230.58	\$217.77	\$204.96	\$166.53
2x11"	\$268.40	\$82.00	\$1,610.40	\$254.98	\$241.56	\$228.14	\$214.72	\$174.46
2x12" or 4x6"	\$292.80	\$82.00	\$1,756.80	\$278.16	\$263.52	\$248.88	\$234.24	\$190.32
3x9"	\$329.40	\$82.00	\$1,976.40	\$312.93	\$296.46	\$279.99	\$263.52	\$214.11
Half Page 4x7" or 2x14"	\$341.60	\$82.00	\$2,049.60	\$324.52	\$307.44	\$290.36	\$273.28	\$222.04
3x10"	\$345.00	\$82.00	\$2,070.00	\$327.75	\$310.50	\$293.25	\$276.00	\$224.25
4x8"	\$368.00	\$82.00	\$2,208.00	\$349.60	\$331.20	\$312.80	\$294.40	\$239.20
3x11"	\$379.50	\$82.00	\$2,277.00	\$360.52	\$341.55	\$322.57	\$303.60	\$246.68
3x12" or 4x9"	\$414.00	\$82.00	\$2,484.00	\$393.30	\$372.60	\$351.90	\$331.20	\$269.10
4x10"	\$460.00	\$82.00	\$2,760.00	\$437.00	\$414.00	\$391.00	\$368.00	\$299.00
3x14"	\$483.00	\$82.00	\$2,898.00	\$458.85	\$434.70	\$410.55	\$386.40	\$313.95
4x11"	\$506.00	\$82.00	\$3,036.00	\$480.70	\$455.40	\$430.10	\$404.80	\$328.90
4x12"	\$552.00	\$82.00	\$3,312.00	\$524.40	\$496.80	\$469.20	\$441.60	\$358.80
Full Page 4x14"	\$644.00	\$82.00	\$3,864.00	\$611.80	\$579.60	\$547.40	\$515.20	\$418.60

Ad space reservations are firm orders and may be cancelled at any time prior to published deadlines.

Deadlines are two business days before publication date by 4:00pm.

Cancellations after deadline will be charged at 50% of space cost.