

# Jackson Hole Daily

## DISPLAY ADVERTISING

2022

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

Publisher: Kevin Olson

**4x14 Full Page**

**\$672.00 / day**

10.167"x13.833"

Add color for an additional \$82 per day

**2x14 Vertical Half Page**

**\$358.40 / day**

Add color for an additional \$82 per day

**1x2**

**\$27.60 / day**

Add color for an additional \$10 per day

**2x2**

**\$55.20 / day** 5"x1.833"

Add color for an additional \$20 per day

**2x3**

**\$82.80 / day** 5"x2.833"

Add color for an additional \$30 per day

**4x7 Horizontal Half Page**

**\$358.40 / day**

10.167"x6.833"

Add color for an additional \$82 per day

**2x7 Quarter page**

**\$179.20 / day**

5"x6.833"

Add color for an additional \$70 per day

**2x4 Eighth page**

**\$102.40 / 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

## 2022

### COST PER DAY

| SAVE                          |                 |                                 |                  | 5%                   | 10%                  | 15%                   | 20%                   | 35%                |
|-------------------------------|-----------------|---------------------------------|------------------|----------------------|----------------------|-----------------------|-----------------------|--------------------|
| Ad Size<br>Column x<br>inches | Cost Per<br>Day | Cost Per<br>Day to Add<br>Color | Cost Per<br>Week | Daily Cost<br>24 ads | Daily Cost<br>78 ads | Daily Cost<br>156 ads | Daily Cost<br>288 ads | Non-Profit<br>Rate |
| 1x2"                          | \$27.60         | \$10.00                         | \$165.60         | \$26.22              | \$24.84              | \$23.46               | \$22.08               | \$17.94            |
| 1x3"<br>or Gallery            | \$41.40         | \$15.00                         | \$248.40         | \$39.33              | \$37.26              | \$35.19               | \$33.12               | \$26.91            |
| 2x2"                          | \$55.20         | \$20.00                         | \$331.20         | \$52.44              | \$49.68              | \$46.92               | \$44.16               | \$35.88            |
| 1x5"                          | \$69.00         | \$25.00                         | \$414.00         | \$65.55              | \$62.10              | \$58.65               | \$55.20               | \$44.85            |
| 2x3" or 1x6"                  | \$82.80         | \$30.00                         | \$496.80         | \$78.66              | \$74.52              | \$70.38               | \$66.24               | \$53.82            |
| 1x7"                          | \$96.60         | \$35.00                         | \$579.60         | \$91.77              | \$86.94              | \$82.11               | \$77.28               | \$62.79            |
| 2x4"<br>(1/8 page)            | \$102.40        | \$40.00                         | \$614.40         | \$97.28              | \$92.16              | \$87.04               | \$81.92               | \$66.56            |
| 1x9" or 3x3"                  | \$115.20        | \$45.00                         | \$691.20         | \$109.44             | \$103.68             | \$97.92               | \$92.16               | \$74.88            |
| 2x5"                          | \$128.00        | \$50.00                         | \$768.00         | \$121.60             | \$115.20             | \$108.80              | \$102.40              | \$83.20            |
| 1x11"                         | \$140.80        | \$55.00                         | \$844.80         | \$133.76             | \$126.72             | \$119.68              | \$112.64              | \$91.52            |
| 2x6"                          | \$153.60        | \$60.00                         | \$921.60         | \$145.92             | \$138.24             | \$130.56              | \$122.88              | \$99.84            |
| 2x7"<br>(1/4 page)            | \$179.20        | \$70.00                         | \$1,075.20       | \$170.24             | \$161.28             | \$152.32              | \$143.36              | \$116.48           |
| 3x5"                          | \$192.00        | \$75.00                         | \$1,152.00       | \$182.40             | \$172.80             | \$163.20              | \$153.60              | \$124.80           |
| 2x8" or 4x4"                  | \$204.80        | \$82.00                         | \$1,228.80       | \$194.56             | \$184.32             | \$174.08              | \$163.84              | \$133.12           |
| 2x9" or 3x6"                  | \$230.40        | \$82.00                         | \$1,382.40       | \$218.88             | \$207.36             | \$195.84              | \$184.32              | \$149.76           |
| 2x10" or 4x5"                 | \$256.00        | \$82.00                         | \$1,536.00       | \$243.20             | \$230.40             | \$217.60              | \$204.80              | \$166.40           |
| 3x7"                          | \$268.80        | \$82.00                         | \$1,612.80       | \$255.36             | \$241.92             | \$228.48              | \$215.04              | \$174.72           |
| 2x11"                         | \$281.60        | \$82.00                         | \$1,689.60       | \$267.52             | \$253.44             | \$239.36              | \$225.28              | \$183.04           |
| 2x12" or 4x6"                 | \$307.20        | \$82.00                         | \$1,843.20       | \$291.84             | \$276.48             | \$261.12              | \$245.76              | \$199.68           |
| 3x9"                          | \$345.60        | \$82.00                         | \$2,073.60       | \$328.32             | \$311.04             | \$293.76              | \$276.48              | \$224.64           |
| Half Page<br>4x7" or 2x14"    | \$358.40        | \$82.00                         | \$2,150.40       | \$340.48             | \$322.56             | \$304.64              | \$286.72              | \$232.96           |
| 3x10"                         | \$360.00        | \$82.00                         | \$2,160.00       | \$342.00             | \$324.00             | \$306.00              | \$288.00              | \$234.00           |
| 4x8"                          | \$384.00        | \$82.00                         | \$2,304.00       | \$364.80             | \$345.60             | \$326.40              | \$307.20              | \$249.60           |
| 3x11"                         | \$396.00        | \$82.00                         | \$2,376.00       | \$376.20             | \$356.40             | \$336.60              | \$316.80              | \$257.40           |
| 3x12" or 4x9"                 | \$432.00        | \$82.00                         | \$2,592.00       | \$410.40             | \$388.80             | \$367.20              | \$345.60              | \$280.80           |
| 4x10"                         | \$480.00        | \$82.00                         | \$2,880.00       | \$456.00             | \$432.00             | \$408.00              | \$384.00              | \$312.00           |
| 3x14"                         | \$504.00        | \$82.00                         | \$3,024.00       | \$478.80             | \$453.60             | \$428.40              | \$403.20              | \$327.60           |
| 4x11"                         | \$528.00        | \$82.00                         | \$3,168.00       | \$501.60             | \$475.20             | \$448.80              | \$422.40              | \$343.20           |
| 4x12"                         | \$576.00        | \$82.00                         | \$3,456.00       | \$547.20             | \$518.40             | \$489.60              | \$460.80              | \$374.40           |
| Full Page<br>4x14"            | \$672.00        | \$82.00                         | \$4,032.00       | \$638.40             | \$604.80             | \$571.20              | \$537.60              | \$436.80           |

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.