

Jackson Hole News & Guide

DISPLAY ADVERTISING

2022

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Publisher: Kevin Olson

<p>4x16 Full Page 10.167"x15.833" A Section \$1,715.20</p> <p>Valley Sports Scene } \$1,446.40</p> <p><i>Add color for an additional \$200 \$150 *Contract Rate</i></p>	<p>2x16 Vertical Half Page 5"x15.833" A Section \$857.60</p> <p>Valley Sports Scene } \$723.20</p> <p><i>Add color for an additional \$200 \$150 *Contract Rate</i></p>	<p>2x2 Sixteenth Page 5"x1.833" <i>Add color for an additional \$49 \$41 *Contract Rate</i></p> <p>A Section \$107.20</p> <p>Valley Sports Scene } \$90.40</p>
<p>2x4 Eighth page 5"x3.833" A Section \$214.40</p> <p>Valley Sports Scene } \$180.80</p> <p><i>Add color for an additional \$98 \$82 *Contract Rate</i></p>	<p>4x8 Horizontal Half Page 10.167"x7.833" A Section \$857.60</p> <p>Valley Sports Scene } \$723.20</p> <p><i>Add color for an additional \$200 \$150 *Contract Rate</i></p>	<p>1x2 2.417"x1.833"</p> <p>A Section \$53.60</p> <p>Valley Sports Scene } \$45.20</p> <p><i>Add color for an additional \$25 \$21 *Contract Rate</i></p>
		<p>2x8 Quarter page 5"x7.833" A Section \$428.80</p> <p>Valley Sports Scene } \$361.60</p> <p><i>Add color for an additional \$200 \$150 *Contract Rate</i></p>

Reach over 14,750 Teton County adults each week!

Advertising Deadlines - All sections

Publication Day **Materials & Space Due**
Wednesday Friday 4:00pm

Color Rates

\$12.30 per column inch for A Section
\$10.25 per column inch for all other sections
Up to a max of \$200

Frequency Contract

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

Non-Profit:

25% discount off Open rates for
qualifying 501-(c)3 organizations

*consecutive weeks

Jackson Hole News&Guide EASY REFERENCE TABLE

2022

COST PER WEEK

SAVE			5%	10%	15%	20%	25%	
Ad Size	Section	Open Rate	Weekly Cost 4 weeks	Weekly Cost 13 weeks	Weekly Cost 26 weeks	Weekly Cost 48 weeks	Non-Profit Rate	Add Color Contract Rate
1col x 2"	A Section	\$53.60	\$50.92	\$48.24	\$45.56	\$42.88	\$40.20	+ \$24.60
	Vly/Spt/Scn	\$45.20	\$42.94	\$40.68	\$38.42	\$36.16	\$33.90	+ \$20.50
2col x 2"	A Section	\$107.20	\$101.84	\$96.48	\$91.12	\$85.76	\$80.40	+ \$49.20
	Vly/Spt/Scn	\$90.40	\$85.88	\$81.36	\$76.84	\$72.32	\$67.80	+ \$41.00
2col x 3"	A Section	\$160.80	\$152.76	\$144.72	\$136.68	\$128.64	\$120.60	+ \$74.80
	Vly/Spt/Scn	\$135.60	\$128.82	\$122.04	\$115.26	\$108.48	\$101.70	+ \$61.50
2col x 4" (1/8 page)	A Section	\$214.40	\$203.68	\$192.96	\$182.24	\$171.52	\$160.80	+ \$98.40
	Vly/Spt/Scn	\$180.80	\$171.76	\$162.72	\$153.68	\$144.64	\$135.60	+ \$82.00
2col x 6" (1/6 page)	A Section	\$321.60	\$305.52	\$289.44	\$273.36	\$257.28	\$241.20	+ \$147.60
	Vly/Spt/Scn	\$271.20	\$257.64	\$244.08	\$230.52	\$216.96	\$203.40	+ \$123.00
2col x 8" (1/4 page)	A Section	\$428.80	\$407.36	\$385.92	\$364.48	\$343.04	\$321.60	+ \$200 / \$150*
	Vly/Spt/Scn	\$361.60	\$343.52	\$325.44	\$307.36	\$289.28	\$271.20	+ \$200 / \$150*
2col x 11" (1/3 page)	A Section	\$589.60	\$560.12	\$530.64	\$501.16	\$471.68	\$442.20	+ \$200 / \$150*
	Vly/Spt/Scn	\$497.20	\$472.34	\$447.48	\$422.62	\$397.76	\$372.90	+ \$200 / \$150*
Half Page	A Section	\$857.60	\$814.72	\$771.84	\$728.96	\$686.08	\$643.20	+ \$200 / \$150*
	Vly/Spt/Scn	\$723.20	\$687.04	\$650.88	\$614.72	\$578.56	\$542.40	+ \$200 / \$150*
3col x 12" (2/3 page)	A Section	\$964.80	\$916.56	\$868.32	\$820.08	\$771.84	\$723.60	+ \$200 / \$150*
	Vly/Spt/Scn	\$813.60	\$772.92	\$732.24	\$691.56	\$650.88	\$610.20	+ \$200 / \$150*
3col x 16" (3/4 page)	A Section	\$1,286.40	\$1,222.08	\$1,157.76	\$1,093.44	\$1,029.12	\$964.80	+ \$200 / \$150*
	Vly/Spt/Scn	\$1,084.80	\$1,030.56	\$976.32	\$922.08	\$867.84	\$813.60	+ \$200 / \$150*
4col x 16" Full Page	A Section	\$1,715.20	\$1,629.44	\$1,543.68	\$1,457.92	\$1,372.16	\$1,286.40	+ \$200 / \$150*
	Vly/Spt/Scn	\$1,446.40	\$1,374.08	\$1,301.76	\$1,229.44	\$1,157.12	\$1,084.80	+ \$200 / \$150*

Advertising Deadlines - All sections

Publication Day

Wednesday

Materials & Space Due

Friday 4:00pm

Ad space reservations are firm orders and may be cancelled at any time prior to published deadlines.
Cancellations after deadline will be charged at 50% of space cost.