

Jackson Hole News & Guide

DISPLAY ADVERTISING

2023

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Publisher: Kevin Olson

4x16 Full Page

10.167"x15.833"

A Section \$1,804.80

Valley Sports Scene } \$1,516.80

*Add color for an additional \$210
\$155 *Contract Rate*

2x16 Vertical Half Page

5"x15.833"

A Section \$902.40

Valley Sports Scene } \$758.40

*Add color for an additional \$210
\$155 *Contract Rate*

2x2 Sixteenth Page

5"x1.833"

*Add color for an additional \$52
\$43 *Contract Rate*

A Section \$112.80

Valley Sports Scene } \$94.80

1x2
2.417"x1.833"

A Section \$56.40

Valley Sports Scene } \$47.40

*Add color for an additional \$26
\$22 *Contract Rate*

2x4 Eighth page

5"x3.833"

A Section \$225.60

Valley Sports Scene } \$189.60

*Add color for an additional \$104
\$86 *Contract Rate*

4x8 Horizontal Half Page

10.167"x7.833"

A Section \$902.40

Valley Sports Scene } \$758.40

*Add color for an additional \$210
\$155 *Contract Rate*

2x8 Quarter page

5"x7.833"

A Section \$451.20

Valley Sports Scene } \$379.20

*Add color for an additional \$210
\$155 *Contract Rate*

Reach over 14,750 Teton County adults each week!

Advertising Deadlines - All sections

Publication Day Materials & Space Due

Wednesday Friday 4:00pm

Color Rates

\$13.00 per column inch for A Section

\$10.75 per column inch for all other sections

Up to a max of \$210

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

2023

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	\$56.40	\$53.58	\$50.76	\$47.94	\$45.12	\$42.30	+ \$26.00
	Vly/Spt/Scn	\$47.40	\$45.03	\$42.66	\$40.29	\$37.92	\$35.55	+ \$21.50
2col x 2"	A Section	\$112.80	\$107.16	\$101.52	\$95.88	\$90.24	\$84.60	+ \$52.00
	Vly/Spt/Scn	\$94.80	\$90.06	\$85.32	\$80.58	\$75.84	\$71.10	+ \$43.00
2col x 3"	A Section	\$169.20	\$160.74	\$152.28	\$143.82	\$135.36	\$126.90	+ \$78.00
	Vly/Spt/Scn	\$142.20	\$135.09	\$127.98	\$120.87	\$113.76	\$106.65	+ \$64.50
2col x 4" (1/8 page)	A Section	\$225.60	\$214.32	\$203.04	\$191.76	\$180.48	\$169.20	+ \$104.00
	Vly/Spt/Scn	\$189.60	\$180.12	\$170.64	\$161.16	\$151.68	\$142.20	+ \$86.00
2col x 6" (1/6 page)	A Section	\$338.40	\$321.48	\$304.56	\$287.64	\$270.72	\$253.80	+ \$156.00
	Vly/Spt/Scn	\$284.40	\$270.18	\$255.96	\$241.74	\$227.52	\$213.30	+ \$129.00
2col x 8" (1/4 page)	A Section	\$451.20	\$428.64	\$406.08	\$383.52	\$360.96	\$338.40	+ \$210 / \$155*
	Vly/Spt/Scn	\$379.20	\$360.24	\$341.28	\$322.32	\$303.36	\$284.40	+ \$210 / \$155*
2col x 11" (2/3 page)	A Section	\$620.40	\$589.38	\$558.36	\$527.34	\$496.32	\$465.30	+ \$210 / \$155*
	Vly/Spt/Scn	\$521.40	\$495.33	\$469.26	\$443.19	\$417.12	\$391.05	+ \$210 / \$155*
Half Page	A Section	\$902.40	\$857.28	\$812.16	\$767.04	\$721.92	\$676.80	+ \$210 / \$155*
	Vly/Spt/Scn	\$758.40	\$720.48	\$682.56	\$644.64	\$606.72	\$568.80	+ \$210 / \$155*
3col x 12" (2/3 page)	A Section	\$1,015.20	\$964.44	\$913.68	\$862.92	\$812.16	\$761.40	+ \$210 / \$155*
	Vly/Spt/Scn	\$853.20	\$810.54	\$767.88	\$725.22	\$682.56	\$639.90	+ \$210 / \$155*
3col x 16" (3/4 page)	A Section	\$1,353.60	\$1,285.92	\$1,218.24	\$1,150.56	\$1,082.88	\$1,015.20	+ \$210 / \$155*
	Vly/Spt/Scn	\$1,137.60	\$1,080.72	\$1,023.84	\$966.96	\$910.08	\$853.20	+ \$210 / \$155*
4col x 16" Full Page	A Section	\$1,804.80	\$1,714.56	\$1,624.32	\$1,534.08	\$1,443.84	\$1,353.60	+ \$210 / \$155*
	Vly/Spt/Scn	\$1,516.80	\$1,440.96	\$1,365.12	\$1,289.28	\$1,213.44	\$1,137.60	+ \$210 / \$155*

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.