



STEAMBOAT TODAY 2014 ADVERTISING RATES

(Rates effective Jan. 1, 2014)

ABOUT THE STEAMBOAT TODAY

Our newspapers are published every morning, seven days a week, 365 days a year. Steamboat Today is a free tabloid newspaper distributed Monday through Saturday. Steamboat Pilot & Today is a paid circulation tabloid newspaper distributed on Sundays. All display rates are per column inch.

FULL COLOR

Column Inches	6-Week Contract	13-Week Contract	26-Week Contract	52-Week Contract	Open Rates	Pickup Rates
4-8 inches	\$12.55	\$11.15	\$10.75	\$9.50	\$24.55	\$9.95
9-34 inches	\$12.30	\$10.90	\$10.50	\$9.25	\$24.35	\$9.70
35-70 inches	\$12.05	\$10.65	\$10.25	\$9.00	\$24.05	\$9.45

SPOT COLOR

Column Inches	6-Week Contract	13-Week Contract	26-Week Contract	52-Week Contract	Open Rates	Pickup Rates
4-8 inches	\$11.15	\$9.95	\$9.60	\$8.50	\$21.10	\$8.95
9-34 inches	\$10.90	\$9.70	\$9.35	\$8.25	\$20.85	\$8.70
35-70 inches	\$10.65	\$9.45	\$9.10	\$8.00	\$20.60	\$8.45

BLACK & WHITE

Column Inches	6-Week Contract	13-Week Contract	26-Week Contract	52-Week Contract	Open Rates	Pickup Rates
4-8 inches	\$9.80	\$8.70	\$8.45	\$7.50	\$14.25	\$7.95
9-34 inches	\$9.55	\$8.45	\$8.15	\$7.25	\$14.00	\$7.70
35-70 inches	\$9.30	\$8.20	\$7.90	\$7.00	\$13.75	\$7.45

Contract rates Contract rates require two identical ads per week with a minimum size of 4 column inches each. A signed agreement is required. Unfulfilled contracts will be short-rated to the appropriate earned level at the end of the contract term. Steamboat Today frequency rates may also apply to Steamboat Pilot & Today as an additional day.

Pickup rate Any ad that publishes at the open rate in either the Steamboat Today or Steamboat Pilot & Today may be picked up for one or more additional days within seven days at the pickup rate. Ads may also be picked up into the Craig Daily Press or Saturday Morning Press within seven days at the pickup rate.

PREMIUM PLACEMENT

Premium placement on a specific page is subject to availability. Location of ad on a page can not be guaranteed. Six inch minimum size. Pages 2, 3, 4 and the back page are available for full color ads only.

Open Rate	\$85 per insertion
13-Week Contract	\$70 per insertion
26-Week Contract	\$60 per insertion
52-Week Contract	\$50 per insertion

FLEXIBLE CONTRACT

We offer flat monthly billing to advertisers who commit to invest in a minimum of 1,000 inches of print advertising per year. Advertisers with a flexible contract are not required to run two ads per week and can choose when they'd like to run the ads — running ads as frequently or infrequently as they'd like. The advertiser is billed a flat rate each month for 12 months, regardless of whether they run 5 inches or 500 inches in a month. Ask your advertising consultant for details.

+ADD SUNDAY

Add your ad to the Sunday newspaper at 50 percent of your contract rate.

Make marketing dollars go further!

Your discounted Sunday ad cannot be used to fulfill an advertising contract. It must be in addition to your contract's minimum requirements.



UNDERSTANDING ADVERTISING RATES

ACTUAL AD SIZES

Advertising sizes are generally given as the number of columns wide by the number of inches tall. For example, a 2-by-2 ad is two columns wide and 2 inches tall — or 4.15 inches wide by 2 inches tall.

3 columns by 10 inches

1 column by 4 inches

2 columns by 2 inches

2 columns by 5 inches

3 columns by 3 inches

MECHANICALS

Display ads

5 columns x 14 inches	
1 column	2"
2 columns	4.15"
3 columns	6.30"
4 columns	8.45"
5 columns	10.6"
Full Page (70")	10.6" x 13.5"

Advertisements greater than 12" deep will be billed at the full-page depth of 14"

Classified Display ads

6 columns x 14 inches	
1 column	1.7"
2 columns	3.45"
3 columns	5.3"
4 columns	7.15"
5 columns	8.9"
6 columns	10.6"
Full Page (70")	10.6" x 13.5"

Advertisements greater than 12" deep will be billed at the full-page depth of 14"

FULL COLOR

	Inches	52-Week Contract	26-Week Contract	13-Week Contract	6-Week Contract	Open Rate	Pickup Rate
2 by 2 or 1 by 4	4	\$38.00	\$43.00	\$44.60	\$50.20	\$98.20	\$39.80
2 by 3	6	\$57.00	\$64.50	\$66.90	\$75.30	\$147.30	\$59.70
2 by 4	8	\$76.00	\$86.00	\$89.20	\$100.40	\$196.40	\$79.60
Eighth-Page (3 by 3)	9	\$83.25	\$94.50	\$98.10	\$110.70	\$219.15	\$87.30
2 by 5	10	\$92.50	\$105.00	\$109.00	\$123.00	\$243.50	\$97.00
2 by 6 or 3 by 4	12	\$111.00	\$126.00	\$130.80	\$147.60	\$292.20	\$116.40
3 by 5	15	\$138.75	\$157.50	\$163.50	\$184.50	\$365.25	\$145.50
Quarter Page	18	\$166.50	\$189.00	\$196.20	\$221.40	\$438.30	\$174.60
3 by 10	30	\$277.50	\$315.00	\$327.00	\$369.00	\$730.50	\$291.00
Half Page (5 by 7)	35	\$315.00	\$358.75	\$372.75	\$421.75	\$841.75	\$330.75
Full Page (5 by 14)	70	\$630.00	\$717.50	\$745.50	\$843.50	\$1,683.50	\$661.50

SPOT COLOR**GREEN OR RED**

	Inches	52-Week Contract	26-Week Contract	13-Week Contract	6-Week Contract	Open Rate	Pickup Rate
2 by 2 or 1 by 4	4	\$34.00	\$38.40	\$39.80	\$44.60	\$84.40	\$35.80
2 by 3	6	\$51.00	\$57.60	\$59.70	\$66.90	\$126.60	\$53.70
2 by 4	8	\$68.00	\$76.80	\$79.60	\$89.20	\$168.80	\$71.60
Eighth-Page (3 by 3)	9	\$74.25	\$84.15	\$87.30	\$98.10	\$187.65	\$78.30
2 by 5	10	\$82.50	\$93.50	\$97.00	\$109.00	\$208.50	\$87.00
2 by 6 or 3 by 4	12	\$99.00	\$112.20	\$116.40	\$130.80	\$250.20	\$104.40
3 by 5	15	\$123.75	\$140.25	\$145.50	\$163.50	\$312.75	\$130.50
Quarter Page	18	\$148.50	\$168.30	\$174.60	\$196.20	\$375.30	\$156.60
3 by 10	30	\$247.50	\$280.50	\$291.00	\$327.00	\$625.50	\$261.00
Half Page (5 by 7)	35	\$280.00	\$318.50	\$330.75	\$372.75	\$721.00	\$295.75
Full Page (5 by 14)	70	\$560.00	\$637.00	\$661.50	\$745.50	\$1,442.00	\$591.50

BLACK & WHITE

	Inches	52-Week Contract	26-Week Contract	13-Week Contract	6-Week Contract	Open Rate	Pickup Rate
2 by 2 or 1 by 4	4	\$30.00	\$33.80	\$34.80	\$39.20	\$57.00	\$31.80
2 by 3	6	\$45.00	\$50.70	\$52.20	\$58.80	\$85.50	\$47.70
2 by 4	8	\$60.00	\$67.60	\$69.60	\$78.40	\$114.00	\$63.60
Eighth-Page (3 by 3)	9	\$65.25	\$73.35	\$76.05	\$85.95	\$126.00	\$69.30
2 by 5	10	\$72.50	\$81.50	\$84.50	\$95.50	\$140.00	\$77.00
2 by 6 or 3 by 4	12	\$87.00	\$97.80	\$101.40	\$114.60	\$168.00	\$92.40
3 by 5	15	\$108.75	\$122.25	\$126.75	\$143.25	\$210.00	\$115.50
Quarter Page	18	\$130.50	\$146.70	\$152.10	\$171.90	\$252.00	\$138.60
3 by 10	30	\$217.50	\$244.50	\$253.50	\$286.50	\$420.00	\$231.00
Half Page (5 by 7)	35	\$245.00	\$276.50	\$287.00	\$325.50	\$481.25	\$260.75
Full Page (5 by 14)	70	\$490.00	\$553.00	\$574.00	\$651.00	\$962.50	\$521.50

Our black-and-white contract advertisers can take advantage of full color for a 75 percent surcharge and spot color for a 50 percent surcharge.

CONTACT US

Steamboat Pilot & Today

1901 Curve Plaza
P.O. Box 774827
Steamboat, Colorado 80477
(970) 879-1502
(888) 499-3999
Fax (970) 879-7541
www.SteamboatToday.com
Advertising@SteamboatToday.com

SPECIAL SERVICES

- Advertising design and copywriting available at no additional charge. Photographs taken at no extra charge. (Must be scheduled one week prior to publication.)
- Proofs and electronic tearsheets provided on request.

TERMS OF PAYMENT

- Net due 30 days from statement date, 1.5% per month (18% annum) will be charged on all past due accounts.
- New advertisers who wish to establish an account must submit a credit application with acceptable credit references.
- Advertising from accounts more than 30 days past due cannot be accepted unless cash payment is made.
- Ads that require payment in advance include those from advertisers who have not established credit privileges and advertisers who have been placed on a cash-only basis; political ads; and going-out-of-business, bankruptcy and transient ads (such as circus, carnival, etc.). These ads must be paid for by deadline.
- Advertisers billed at contract rate who fail to fulfill the contract terms will be billed at the appropriate earned rate retroactively. All contract discounts are cancelled on advertising more than 60 days past due.
- Applicant agrees to pay Steamboat Pilot & Today/Steamboat Today/Craig Daily Press for all expenses they may incur to enforce collection of any amount due for advertising placed at open or contract rates including reasonable attorney's fees and court costs in connection therewith.

ADVERTISING DEADLINES

Cancellation deadline is the same as the order deadline. If an ad is cancelled after the deadline, there will be a charge equal to 50% of the cost of the space reservation.

STEAMBOAT PILOT & TODAY

(Publishes weekly on Sunday)

Real Estate Display Ads	Wednesday, 10 a.m.
Classified Ads	Friday, 3 p.m.
In-Column Classifieds	Wednesday, 3 p.m.
Inserts	8 days prior to insertion
Display Ads	Thursday, 10 a.m.
Legals	Thursday, noon

STEAMBOAT TODAY

(Publishes Daily Monday-Saturday)

Monday Ads	Thursday, 10 a.m.
Tuesday Ads	Friday, 10 a.m.
Wednesday Ads	Monday, 10 a.m.
Thursday Ads	Tuesday, 10 a.m.
Friday Ads	Wednesday, 10 a.m.
Saturday Ads	Thursday, 10 a.m.
Classified Ads	One Day Prior, 3 p.m.
Inserts	8 days prior to insertion



FRONT PAGE STICKY ADS

3 inch by 3 inch ad

1 edition	\$1,000
2 editions	\$800
3 or more	\$600

3 inch by 4 inch ad

1 edition	\$1,200
2 editions	\$1,000
3 or more	\$800

Prices are per edition. Ads are removable sticky notes applied to the front page of every copy of the newspaper. Prices for 2 or more editions require identical creative.

PRE-PRINTED ADVERTISING INSERTS

Rates are per thousand inserts.

	Open Rate	13-Insert Contract	26-Insert Contract	52-Insert Contract
1-7 Tabloid Pages	\$80	\$75	\$70	\$65
8-32 Tabloid Pages	\$115	\$110	\$105	\$99
33-48 Tabloid Pages	\$160	\$150	\$145	\$140

Partial run and limited zoning available for 30% surcharge.

IN-COLUMN CLASSIFIED DISPLAY RATES (BLACK & WHITE)

Open Rate	\$16.00
6-Week Contract	\$13.75
13-Week Contract	\$12.55
26-Week Contract	\$10.70
52-Week Contract	\$9.45

Contract rates Contract rates require two identical ads per week with a minimum size of 2 column inches each. Signed agreement required. Unfulfilled contracts will be short-rated to the appropriate earned level at the end of the contract term.

Color Color is available for some classified sections.

Size Classified pages are 6 columns wide.

Ask your advertising consultant for details.

ASK ABOUT OUR OTHER PRODUCTS

