



SteamboatToday.com is Steamboat Springs' most popular local website with more than 11,000 users daily and 500,000 pageviews each month. About 30% of the site's traffic is from Steamboat Springs and another 30% comes from the rest of Colorado. About 40% of all traffic comes from outside Colorado.

Each time an ad appears on a page, it is considered an "advertising impression." Each web page on SteamboatToday.com contains multiple advertisements and thus multiple advertising impressions are delivered each time a web page loads.

100,000 IMPRESSIONS *20,000 impressions will be delivered to mobile and tablet devices

	12-month Contract	6-month Contract	3-month Contract	Open Rate
Premium Banner	\$1,350	\$1,500	\$1,700	\$1,900
Catfish Ad	\$950	\$1,100	\$1,200	\$1,300
Leaderboard	\$850	\$1,000	\$1,100	\$1,200
Double Right Rail	\$850	\$1,000	\$1,100	\$1,200
Right Rail	\$600	\$700	\$800	\$900
Story Inline	\$500	\$600	\$700	\$800
Bottom Banner	\$450	\$500	\$550	\$600
Story Footer	\$350	\$400	\$450	\$500

75,000 IMPRESSIONS *10,000 impressions will be delivered to mobile and tablet devices

	12-month Contract	6-month Contract	3-month Contract	Open Rate
Premium Banner	\$1,100	\$1,200	\$1,350	\$1,500
Catfish Ad	\$800	\$900	\$975	\$1,050
Leaderboard	\$725	\$825	\$950	\$975
Double Right Rail	\$725	\$825	\$950	\$975
Right Rail	\$500	\$600	\$675	\$750
Story Inline	\$425	\$525	\$600	\$675
Bottom Banner	\$375	\$425	\$475	\$525
Story Footer	\$275	\$325	\$375	\$425

50,000 IMPRESSIONS

	12-month Contract	6-month Contract	3-month Contract	Open Rate
Premium Banner	\$800	\$850	\$950	\$1,050
Catfish Ad	\$600	\$650	\$750	\$850
Leaderboard	\$550	\$600	\$700	\$800
Double Right Rail	\$550	\$600	\$700	\$800
Right Rail	\$400	\$450	\$500	\$550
Story Inline	\$350	\$400	\$450	\$500
Bottom Banner	\$300	\$350	\$400	\$450
Story Footer	\$200	\$250	\$300	\$350

MECHANICALS All ad sizes are in pixels. Gifs are the preferred file type, and RGB is the preferred color mode.

- Premium Banner — 960-by-300 • Catfish — 960-by-110 • Leaderboard — 960-by-60 • Double Right Rail — 300-by-500
- Right Rail — 300-by-250 • Story Inline — 300-by-250 • Bottom Banner — 728-by-90 • Story Footer — 468-by-60
- Tablet — 728-by-90 • Mobile — 320-by-50 {tablet and mobile sizes require 328 dpi files}



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