



STEAMBOAT TODAY 2015 ADVERTISING RATES

(Rates effective Jan. 1, 2015)

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. 10,500 copies are distributed each day Monday through Friday. 9,000 copies are distributed on Saturday. Steamboat Pilot & Today is a paid circulation tabloid newspaper distributed on Sunday. 5,400 copies are distributed on Sunday. All display rates are per column inch.

FULL COLOR

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

SPOT COLOR

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

BLACK & WHITE

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



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 |

Rates are per ad, per day. 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.



In addition to distributing 10,500 newspapers every day, we also reach 11,000 users daily on our website. SteamboatToday.com is Steamboat Springs' most popular local website with more than 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. Online ads can be geographically targeted for a 10% fee. 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. Print contract advertisers save \$50 per month on digital banner advertising.

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

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..... | 10.5" |
| Full Page (84") | 10.5" x 13.5" |

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

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 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 Line Ads | One Day Prior, 3 p.m. |
| Inserts | 8 days prior to insertion |

STEAMBOAT PILOT & TODAY

(Publishes weekly on Sunday)

| | |
|---------------------|---------------------------|
| Display Ads | Thursday, 10 a.m. |
| Classified Line Ads | Friday, 2 p.m. |
| Inserts | 8 days prior to insertion |
| Legals | Thursday, noon |

PRE-PRINTED ADVERTISING INSERTS

Rates are per thousand inserts

| | |
|--------------------|------|
| 52-Insert Contract | \$65 |
| 26-Insert Contract | \$70 |
| 13-Insert Contract | \$75 |
| Open Rate | \$80 |

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. Reservation deadline is two weeks prior to insertion.

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.

1 column by 4 inches

2 columns by 2 inches

CONTACT US

Steamboat Pilot & Today

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