



STEAMBOAT TODAY 2016 ADVERTISING RATES

(Rates effective Jan. 1, 2016)

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	\$9.75	\$10.75	\$11.75	\$12.75	\$24.75	\$11.75
9-34 inches	\$9.50	\$10.50	\$11.50	\$12.50	\$24.50	\$11.50
35-70 inches	\$9.25	\$10.25	\$11.25	\$12.25	\$24.25	\$11.25

SPOT COLOR

Column Inches	52-Week Contract	26-Week Contract	13-Week Contract	6-Week Contract	Open Rate	Pickup Rate
4-8 inches	\$8.75	\$9.75	\$10.75	\$11.75	\$22.75	\$10.75
9-34 inches	\$8.50	\$9.50	\$10.50	\$11.50	\$22.50	\$10.50
35-70 inches	\$8.25	\$9.25	\$10.25	\$11.25	\$22.25	\$10.25

BLACK & WHITE

Column Inches	52-Week Contract	26-Week Contract	13-Week Contract	6-Week Contract	Open Rate	Pickup Rate
4-8 inches	\$7.75	\$8.75	\$9.75	\$10.75	\$20.75	\$9.75
9-34 inches	\$7.50	\$8.50	\$9.50	\$10.50	\$20.50	\$9.50
35-70 inches	\$7.25	\$8.25	\$9.25	\$10.25	\$20.25	\$9.25

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 is subject to availability. Location of ad on a page can not be guaranteed. Six inch minimum size. Pages 2, 3, 4 and back page are available for full color ads only. Ask your advertising consultant for details.

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	\$39.00	\$43.00	\$47.00	\$51.00	\$99.00	\$47.00
2 by 3	6	\$58.50	\$64.50	\$70.50	\$76.50	\$148.50	\$70.50
2 by 4	8	\$78.00	\$86.00	\$94.00	\$102.00	\$198.00	\$94.00
Eighth-Page (3 by 3)	9	\$85.50	\$94.50	\$103.50	\$112.50	\$220.50	\$103.50
2 by 5	10	\$95.00	\$105.00	\$115.00	\$125.00	\$245.00	\$115.00
2 by 6 or 3 by 4	12	\$114.00	\$126.00	\$138.00	\$150.00	\$294.00	\$138.00
3 by 5	15	\$142.50	\$157.50	\$172.50	\$187.50	\$367.50	\$172.50
Quarter Page	18	\$171.00	\$189.00	\$207.50	\$225.00	\$441.00	\$207.00
3 by 10	30	\$285.00	\$315.00	\$345.00	\$375.00	\$735.00	\$345.00
Half Page (5 by 7)	35	\$323.75	\$358.75	\$393.75	\$428.75	\$848.75	\$393.75
Full Page (5 by 14)	70	\$647.50	\$717.50	\$787.50	\$857.50	\$1,697.50	\$787.50

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	\$35.00	\$39.00	\$43.00	\$47.00	\$91.00	\$43.00
2 by 3	6	\$52.50	\$58.50	\$64.50	\$70.50	\$136.50	\$64.50
2 by 4	8	\$70.00	\$78.00	\$86.00	\$94.00	\$182.00	\$86.00
Eighth-Page (3 by 3)	9	\$76.50	\$85.50	\$94.50	\$103.50	\$202.50	\$94.50
2 by 5	10	\$85.00	\$95.00	\$105.00	\$115.00	\$225.00	\$105.00
2 by 6 or 3 by 4	12	\$102.00	\$114.00	\$126.00	\$138.00	\$270.00	\$126.00
3 by 5	15	\$127.50	\$142.50	\$157.50	\$172.50	\$337.00	\$157.50
Quarter Page	18	\$153.00	\$171.00	\$189.00	\$207.00	\$405.00	\$189.00
3 by 10	30	\$255.00	\$285.00	\$315.00	\$345.00	\$675.00	\$315.00
Half Page (5 by 7)	35	\$288.75	\$323.75	\$358.75	\$393.75	\$778.75	\$358.75
Full Page (5 by 14)	70	\$577.50	\$647.50	\$717.50	\$797.50	\$1,557.50	\$717.50

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	\$31.00	\$35.00	\$39.00	\$43.00	\$83.00	\$39.00
2 by 3	6	\$46.50	\$52.50	\$58.50	\$64.50	\$124.50	\$58.50
2 by 4	8	\$62.00	\$70.00	\$78.00	\$86.00	\$166.00	\$78.00
Eighth-Page (3 by 3)	9	\$67.50	\$76.50	\$85.50	\$94.50	\$184.50	\$85.50
2 by 5	10	\$75.00	\$85.00	\$95.00	\$105.00	\$205.00	\$95.00
2 by 6 or 3 by 4	12	\$90.00	\$102.00	\$114.00	\$126.00	\$246.00	\$114.00
3 by 5	15	\$112.50	\$127.50	\$142.50	\$157.50	\$307.50	\$142.50
Quarter Page	18	\$135.00	\$153.00	\$171.00	\$189.00	\$369.00	\$171.00
3 by 10	30	\$225.00	\$255.00	\$285.00	\$315.00	\$615.00	\$285.00
Half Page (5 by 7)	35	\$253.75	\$288.75	\$323.75	\$358.75	\$708.75	\$323.75
Full Page (5 by 14)	70	\$507.50	\$577.50	\$647.50	\$717.50	\$1417.50	\$647.50

Rates are per ad, per day. Advertising sizes are 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.

We reach more than 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
Premium Mobile Inline	\$850	\$1,000	\$1,100	\$1,200
Tablet	\$600	\$700	\$800	\$900
Mobile	\$600	\$700	\$800	\$900

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
Premium Mobile Inline	\$725	\$825	\$950	\$975
Tablet	\$500	\$600	\$675	\$750
Mobile	\$500	\$600	\$675	\$750

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
Premium Mobile Inline	\$550	\$600	\$700	\$800
Tablet	\$400	\$450	\$500	\$550
Mobile	\$400	\$450	\$500	\$550

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-600
- Right Rail — 300-by-250 • Story Inline — 300-by-250 • Bottom Banner — 728-by-90 • Story Footer — 320-by-50
- Premium Mobile Inline — 300-by-250 • Tablet — 728-by-90 • Mobile — 320-by-50 *Tablet and Mobile ads should be designed at 328 dpi*

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"

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 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.

DISPLAY ADS

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.
Sunday Ads	Thursday, 10 a.m.
Inserts	8 days prior to insertion

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

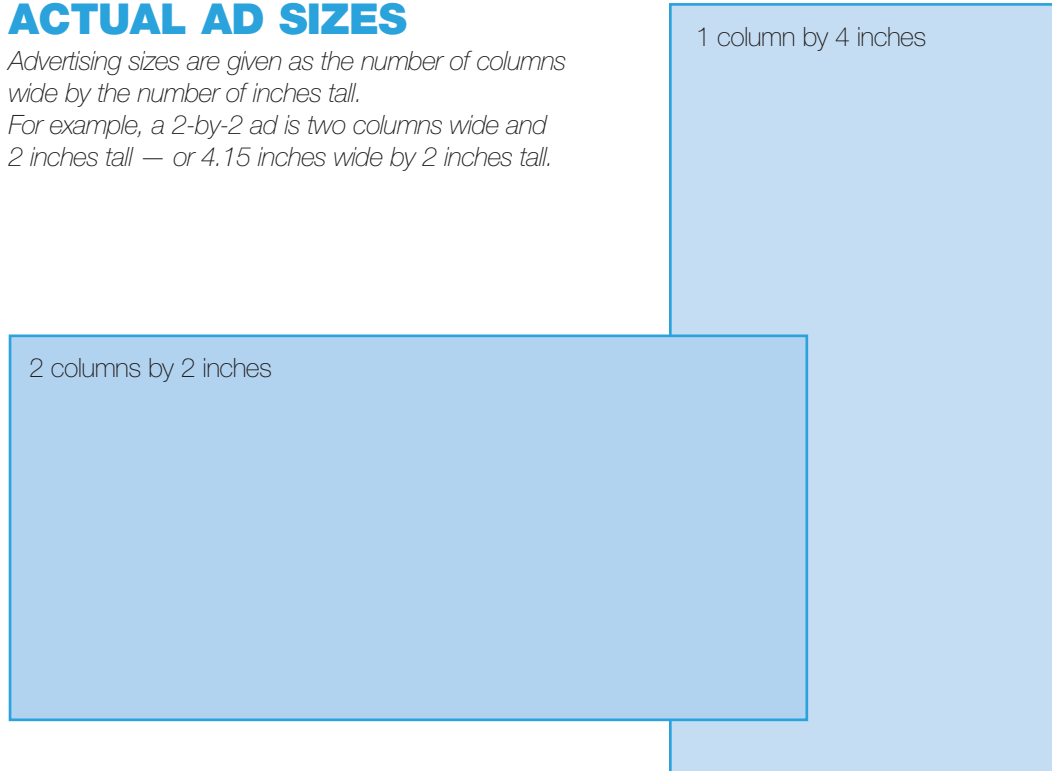
1 edition	\$1,200
2 editions	\$1,000
3 or more	\$800

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 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.



CONTACT US

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