



STEAMBOAT TODAY

2017

ONLINE BANNER
ADVERTISING RATES

OUR READERS ARE EXTREMELY INTERESTED IN YOUR ADVERTISING MESSAGES

92% of our audience regularly reads display advertising.
89% regularly reads classified advertising.
80% read the preprinted inserts.

OUR PRODUCTS ARE EXTREMELY RELEVANT. IN THE PAST WEEK,

87% of Routt County residents have read the printed Steamboat Today.
71% have read our content on SteamboatToday.com.

OUR PRINT DISTRIBUTION INCLUDES,

10,000 copies of Steamboat Today distributed daily.
5,000 copies of Steamboat Pilot & Today distributed Sunday and delivered to homes through Routt County.

ONLINE ADVERTISING

SteamboatToday.com is Steamboat Springs' most popular local website with more than 1,000 user sessions daily and 500,000 pageviews each month.

Each time an ad appears on a page, it is considered an "advertising impression." By purchasing 75,000 or more impressions per month, you'll reach readers on every platform.



100,000 IMPRESSIONS *20,000 impressions 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
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

75,000 IMPRESSIONS *10,000 impressions 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
Leaderboard	\$725	\$825	\$950	\$975
Double Right Rail	\$725	\$825	\$950	\$975
Right Rail	\$500	\$600	\$675	\$750
Story Inline	\$425	\$525	\$600	\$675

50,000 IMPRESSIONS

	12-Month Contract	6-Month Contract	3-Month Contract	Open Rate
Premium Banner	\$800	\$850	\$950	\$1,050
Leaderboard	\$550	\$600	\$700	\$800
Double Right Rail	\$550	\$600	\$700	\$800
Right Rail	\$400	\$450	\$500	\$550
Story Inline	\$350	\$400	\$450	\$500

MECHANICALS

- Premium Banner — 960-by-300
- Leaderboard — 960-by-60
- Double Right Rail — 300-by-600
- Right Rail — 300-by-250
- Story Inline — 300-by-250
- Tablet — 728-by-90
- Mobile — 320-by-50

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

CONTACT US

STEAMBOAT TODAY • ADVERTISING@STEAMBOATTODAY.COM • 970-879-1502
WWW.STEAMBOATTODAY.COM • 1901 CURVE PLAZA • PO BOX 774827 • STEAMBOAT SPRINGS, CO 80477