



STEAMBOAT TODAY

2017

PRINT 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.

	OPEN	PICK UP	6-WEEK	13-WEEK	26-WEEK	52-WEEK
Full Page	\$1,783	\$892	\$900	\$827	\$753	\$680
5/8 Page	\$1,114	\$563	\$562	\$517	\$471	\$425
1/2 Page	\$891	\$446	\$450	\$414	\$377	\$340
7/16 Page	\$797	\$399	\$395	\$372	\$342	\$309
1/3 Page	\$638	\$319	\$316	\$298	\$273	\$247
1/4 Page	\$478	\$234	\$237	\$223	\$205	\$185
1/6 Page	\$319	\$160	\$158	\$149	\$137	\$124
1/7 Page	\$273	\$137	\$136	\$128	\$117	\$106
1/8 Page	\$239	\$120	\$119	\$112	\$103	\$93
1/9 Page	\$221	\$111	\$111	\$102	\$96	\$87
1/12 Page	\$166	\$83	\$83	\$77	\$72	\$65
1/16 Page	\$125	\$63	\$63	\$58	\$54	\$49

AD SIZES + SPECS

ALL ADS INCLUDE FULL COLOR

FULL PAGE												
Full Page 10" x 14"	5/8 (10" x 8.75")	1/2 (10" x 7") 1/2 (4.89" x 14") 1/2 (6.6" x 10.5")	1/3 (6.6" x 7") 1/3 (3.22" x 14") 7/16 (6.6" x 8.75")	1/4 (10" x 3.5") 1/4 (4.89" x 7") 1/4 (6.6" x 5.25")	1/6 (6.6" x 3.5") 1/6 (3.22" x 7) 1/6 (4.89" x 5.25")	1/7 (10" x 2") 1/7 (3.22" x 6") 1/7 (4.89" x 3")	1/8 (10" x 1.75") 1/8 (3.22" x 5.25") 1/8 (4.89" x 3.5")	1/9 (6.6" x 2.33") 1/9 (1.53" x 9.33") 1/9 (3.22" x 4.66")	1/12 (6.66" x 1.75") 1/12 (1.53" x 7") 1/12 (3.22" x 3.5")	1/16 (4.89" x 1.75") 1/16 (1.53" x 5.25") 1/16 (3.22" x 2.63")		

PLACEMENT

1 X PER WEEK 2 X PER WEEK

52 - WEEK	\$55 PER AD	\$50 PER AD
26 - WEEK	\$65 PER AD	\$60 PER AD
13 - WEEK	\$75 PER AD	\$70 PER AD
6 - WEEK	\$85 PER AD	\$80 PER AD
OPEN RATE	\$95 PER AD	\$95 PER AD

Premium placement is subject to availability. Location of ad on a page can not be guaranteed. Minimum size is 1/16. Placement contracts require same size ad on same page on same day for the duration of the contract period. Placement without a contract may be reserved no more than 3 days prior to publication if the space is available.

FLEXIBLE CONTRACT

INVESTMENT PER MONTH

5 - PAGE FLEX	\$350.00
8 - PAGE FLEX	\$532.00
10 - PAGE FLEX	\$647.50
15 - PAGE FLEX	\$918.75
20 - PAGE FLEX	\$1,190.00
25 - PAGE FLEX	\$1,443.75
30 - PAGE FLEX	\$1,680.00

Flex contracts bill monthly for 12 months.

Contract rates require minimum two ads per week, consecutive weeks through the contract period. Minimum ad size is 1/16 page. Unfulfilled contracts will be short-rated to the appropriate earned level. Any ad that publishes at the open rate may be picked up for one or more additional days within seven days at the pickup rate.

We offer flat monthly billing to advertisers who commit to invest in a minimum of 5 full pages of print advertising per year. Rates are subject to increase during the contract period in which case advertisers will be notified in writing. If an advertiser exceeds their committed level of advertising before the contract period ends, additional ads will be billed at the earned rate in addition to the monthly amount. Unused advertising at the end of the contract period will not be reimbursed.

CONTACT US

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