



STEAMBOAT TODAY { 2012 ADVERTISING RATES }

(Rates effective Dec. 1, 2011)

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. The press run of Steamboat Today is 11,000 Monday through Friday and 9,500 on Saturday. Steamboat Pilot & Today is a paid circulation broadsheet newspaper distributed on Sundays. The Pilot & Today's press run is 6,500.

FULL COLOR

Column Inches	6-Week Contract	13-Week Contract	26-Week Contract	52-Week Contract	Sunday Contract	Open Rates	Pickup Rates
4-8 inches	\$12.30	\$10.95	\$10.55	\$9.25	\$12.90	\$24.05	\$9.35
9-34 inches	\$12.05	\$10.70	\$10.30	\$9.00	\$12.65	\$23.80	\$9.10
35-129 inches	\$11.80	\$10.45	\$10.05	\$8.75	\$12.40	\$23.55	\$8.85

SPOT COLOR

Column Inches	6-Week Contract	13-Week Contract	26-Week Contract	52-Week Contract	Sunday Contract	Open Rates	Pickup Rates
4-8 inches	\$10.95	\$9.75	\$9.40	\$8.25	\$11.45	\$20.70	\$8.35
9-34 inches	\$10.70	\$9.50	\$9.15	\$8.00	\$11.20	\$20.45	\$8.10
35-129 inches	\$10.45	\$9.25	\$8.90	\$7.75	\$10.95	\$20.20	\$7.85

BLACK & WHITE

Column Inches	6-Week Contract	13-Week Contract	26-Week Contract	52-Week Contract	Sunday Contract	Open Rates	Pickup Rates
4-8 inches	\$9.60	\$8.55	\$8.25	\$7.25	\$10.05	\$13.95	\$7.35
9-34 inches	\$9.35	\$8.30	\$8.00	\$7.00	\$9.80	\$13.70	\$7.10
35-129 inches	\$9.10	\$8.05	\$7.75	\$6.75	\$9.55	\$13.45	\$6.85

Contract rates Contract rates require two identical ads per week with a minimum size of 4 column inches each, with the exception of the Sunday rate. The Sunday rate is a 52-week contract requiring one ad per week in the Sunday Steamboat Pilot & Today with a minimum size of 4 column inches. 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.

PREMIUM PLACEMENT

Open Rate	\$80 per insertion
13-Week Contract	\$65 per insertion
26-Week Contract	\$55 per insertion
52-Week Contract	\$45 per insertion

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 color ads only.

BY THE NUMBERS

- **80%** of Routt County residents read the Steamboat Today **three** times a week or more.
- **71%** of Routt County residents read Steamboat Today yesterday.
- **61%** of Routt County residents say Steamboat Today is the best source of advertising information about local stores and businesses.
- **31%** of readers live in households with income exceeding **\$100,000**.
- Our audience has never been bigger: **10,500** daily newspapers and **10,500** daily Web users.
- Circulation of Steamboat Today has risen **7%** in the past **5** years.



UNDERSTANDING ADVERTISING RATES

FULL COLOR

Rates are per ad per day.

	Inches	52-Week Contract	26-Week Contract	13-Week Contract	6-Week Contract	Sunday Contract	Open Rate	Pickup Rate
2X2	4	\$37.00	\$42.20	\$43.80	\$49.20	\$51.60	\$96.20	\$37.40
2X3	6	\$55.50	\$63.30	\$65.70	\$73.80	\$77.40	\$144.30	\$56.10
2X4	8	\$74.00	\$84.40	\$87.60	\$98.40	\$103.20	\$192.40	\$74.80
Eighth-Page	9	\$81.00	\$92.70	\$96.30	\$108.45	\$113.85	\$214.20	\$81.90
2X5	10	\$90.00	\$103.00	\$107.00	\$120.50	\$126.50	\$238.00	\$91.00
2X6 or 3X4	12	\$108.00	\$123.60	\$128.40	\$144.60	\$151.80	\$285.60	\$109.20
Sunday Eighth Page	16	\$144.00	\$164.80	\$171.20	\$192.80	\$202.40	\$380.80	\$145.60
Quarter Page	18	\$162.00	\$185.40	\$192.60	\$216.90	\$227.70	\$428.40	\$163.80
Sunday Quarter Page	32	\$288.00	\$329.60	\$342.40	\$385.60	\$404.80	\$761.60	\$291.20
Half Page (5X7)	35	\$306.25	\$351.75	\$365.75	\$413.00	\$434.00	\$824.25	\$309.75
Sunday Half Page	64	\$560.00	\$643.20	\$668.80	\$755.20	\$793.60	\$1,507.20	\$566.40
Full Page	70	\$612.50	\$703.50	\$731.50	\$826.00	\$868.00	\$1,648.50	\$619.50
Sunday Full Page	129	\$1,128.75	\$1,296.45	\$1,348.05	\$1,522.20	\$1,599.60	\$3,037.95	\$1,141.65

Our black-and-white contract advertisers can take advantage of full color for a 75 percent surcharge and spot color for a 50 percent surcharge.

BLACK AND WHITE

Rates are per ad per day.

	Inches	52-Week Contract	26-Week Contract	13-Week Contract	6-Week Contract	Sunday Contract	Open Rate	Pickup Rate
2X2	4	\$29.00	\$33.00	\$34.20	\$38.40	\$40.20	\$55.80	\$29.40
2X3	6	\$43.50	\$49.50	\$51.30	\$57.60	\$60.30	\$83.70	\$44.10
2X4	8	\$58.00	\$66.00	\$68.40	\$76.80	\$80.40	\$111.60	\$58.80
Eighth-Page	9	\$63.00	\$72.00	\$74.70	\$84.15	\$88.20	\$123.30	\$63.90
2X5	10	\$70.00	\$80.00	\$83.00	\$93.50	\$98.00	\$137.00	\$71.00
2X6 or 3X4	12	\$84.00	\$96.00	\$99.60	\$112.20	\$117.60	\$164.40	\$85.20
Sunday Eighth Page	16	\$112.00	\$128.00	\$132.80	\$149.60	\$156.80	\$219.20	\$113.60
Quarter Page	18	\$126.00	\$144.00	\$149.40	\$168.30	\$176.40	\$246.60	\$127.80
Sunday Quarter Page	32	\$224.00	\$256.00	\$265.60	\$299.20	\$313.60	\$438.40	\$227.20
Half Page (5X7)	35	\$236.25	\$271.25	\$281.75	\$318.50	\$334.25	\$470.75	\$239.75
Sunday Half Page	64	\$432.00	\$496.00	\$515.20	\$582.40	\$611.20	\$860.80	\$438.40
Full Page	70	\$472.50	\$542.50	\$563.50	\$637.00	\$668.50	\$941.50	\$479.50
Sunday Full Page	129	\$870.75	\$999.75	\$1,038.45	\$1,173.90	\$1,231.95	\$1,735.05	\$883.65



SPOT COLOR

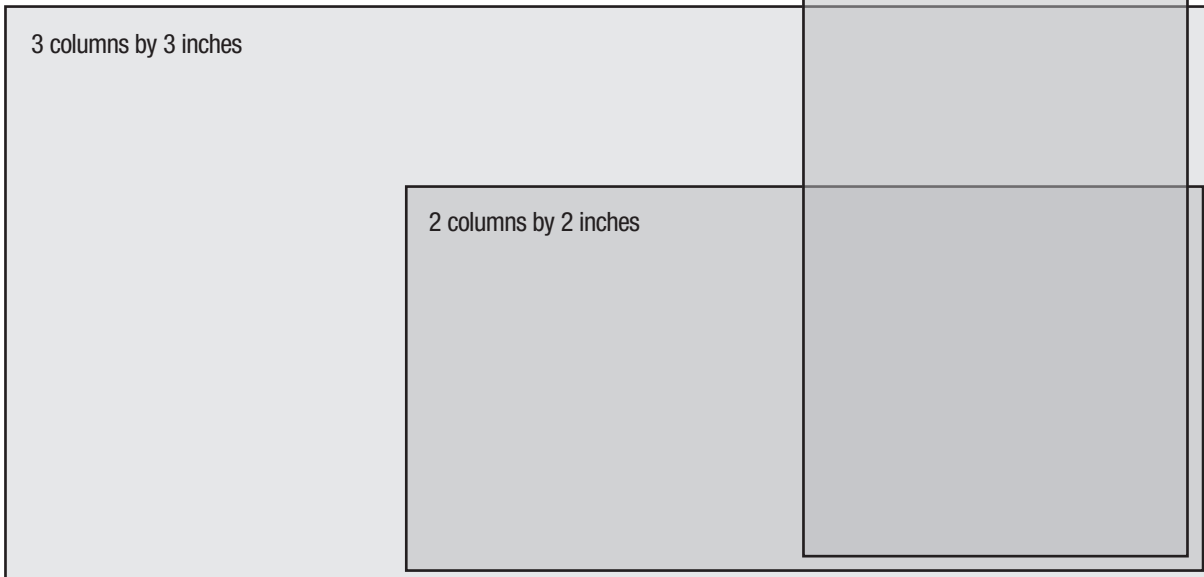
GREEN OR **RED**

Rates are per ad per day.

	Inches	52-Week Contract	26-Week Contract	13-Week Contract	6-Week Contract	Sunday Contract	Open Rate	Pickup Rate
2X2	4	\$33.00	\$37.60	\$39.00	\$43.80	\$45.80	\$82.80	\$33.40
2X3	6	\$49.50	\$56.40	\$58.50	\$65.70	\$68.70	\$124.20	\$50.10
2X4	8	\$66.00	\$75.20	\$78.00	\$87.60	\$91.60	\$165.60	\$66.80
Eighth-Page	9	\$72.00	\$82.35	\$85.50	\$96.30	\$100.80	\$184.05	\$72.90
2X5	10	\$80.00	\$91.50	\$95.00	\$107.00	\$112.00	\$204.50	\$81.00
2X6 or 3X4	12	\$96.00	\$109.80	\$114.00	\$128.40	\$134.40	\$245.40	\$97.20
Sunday Eighth Page	16	\$128.00	\$146.40	\$152.00	\$171.20	\$179.20	\$327.20	\$129.60
Quarter Page	18	\$144.00	\$164.70	\$171.00	\$192.60	\$201.60	\$368.10	\$145.80
Sunday Quarter Page	32	\$256.00	\$292.80	\$304.00	\$342.40	\$358.40	\$654.40	\$259.20
Half Page (5X7)	35	\$271.25	\$311.50	\$323.75	\$365.75	\$383.25	\$707.00	\$274.75
Sunday Half Page	64	\$496.00	\$569.60	\$592.00	\$668.80	\$700.80	\$1,292.80	\$502.40
Full Page	70	\$542.50	\$623.00	\$647.50	\$731.50	\$766.50	\$1,414.00	\$549.50
Sunday Full Page	129	\$999.75	\$1,148.10	\$1,193.25	\$1,348.05	\$1,412.55	\$2,605.80	\$1,012.65

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.



MECHANICALS

Steamboat Today

- Tabloid (Mon.-Sat.)
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"

Steamboat Pilot & Today

- Broadsheet (Sunday)
6 columns x 21.5 inches
- 1 column..... 2"
 - 2 columns..... 4.15"
 - 3 columns..... 6.30"
 - 4 columns..... 8.45"
 - 5 columns..... 10.6"
 - 6 columns..... 12.75"
 - Full Page (129")..... 12.75" x 21"

Advertisements greater than 18" deep will be billed at the full page depth of 21.5"

CONTACT US

Steamboat Pilot & Today
1901 Curve Plaza
P.O. Box 774827
Steamboat, Colorado 80477
(970) 879-1502
(888) 499-3999
Fax (970) 879-7541
www.SteamboatToday.com
Advertising@SteamboatToday.com

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 PILOT & TODAY

(Publishes weekly on Sunday)

Real Estate Display Ads	Wednesday, 10 a.m.
Classified Ads	Friday, 3 p.m.
In-Column Classifieds	Wednesday, 3 p.m.
Inserts	8 days prior to insertion
Display Ads	Thursday, 10 a.m.
Legals	Friday, noon

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

Ask about including an online Note Ad, too!



FRONT PAGE NOTE 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.

PRE-PRINTED ADVERTISING INSERTS

Rates are per thousand inserts.

	Open Rate	13-Insert Contract	26-Insert Contract	52-Insert Contract
1-7 Tabloid Pages	\$80	\$75	\$70	\$65
8-32 Tabloid Pages	\$115	\$110	\$105	\$99
33-48 Tabloid Pages	\$160	\$150	\$145	\$140

Partial run and limited zoning available for 30% surcharge.

IN-COLUMN CLASSIFIED DISPLAY RATES (BLACK & WHITE)

Open Rate	\$15.70
6-Week Contract	\$13.50
13-Week Contract	\$12.30
26-Week Contract	\$10.50
52-Week Contract	\$9.25

Contract rates Contract rates require two identical ads per week with a minimum size of 2 column inches each. Signed agreement required. Unfulfilled contracts will be short-rated to the appropriate earned level at the end of the contract term.
Color Color is available for some classified sections.
Size Classified pages are 6 columns wide.
Ask your advertising consultant for details.

ASK ABOUT ADVERTISING IN OUR OTHER PRODUCTS

