



STEAMBOAT TODAY { 2012 ADVERTISING RATES }

(Rates effective Dec. 1, 2011)

COMMUNITY SERVICE RATES

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.

NEWSPAPER RATES

Column Inches	Full Color	Spot Color	Black & White
4-8 inches	\$9.50	\$8.50	\$7.50
9-34 inches	\$9.25	\$8.25	\$7.25
35-129 inches	\$9.00	\$8.00	\$7.00

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 color ads only.

Community Service Rate — \$50 per insertion

STEAMBOATTODAY.COM RATES

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 webpage loads. Advertising impressions can be specifically targeted to reach specific users based on geography, time of day and other factors. There is no additional charge for this service; however, it is subject to availability.

	50,000 Impressions	75,000 Impressions	100,000 Impressions
Premium Banner	\$700	\$975	\$1,200
Interactive Video Ad	\$550	\$750	\$950
Leaderboard	\$500	\$675	\$800
Masthead	\$450	\$600	\$700
3/4 Banner	\$350	\$450	\$500
Right Rail	\$300	\$375	\$450
Story Inline	\$250	\$300	\$350

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.

