



2012 PRESS PASS

You've been granted all access to the best deals in advertising!

The new year is here, and now is the time to put your 2012 marketing plan in place. The 2012 Press Pass is a great way to get started. For only \$595, the Press Pass gets you 80 inches of advertising in the Steamboat Today and Steamboat Pilot & Today newspapers, as well as discounts on our popular magazine brands. Did you know that 96 percent of Routt County residents read the Steamboat Today newspaper at least once per week?! This is deal you don't want to pass up.

Up to \$4,000 in savings for only \$595!

Purchase deadline: January 31, 2012

Signed contract required

THE 2012 PRESS PASS INCLUDES:

- 40 inches of full-color ads
- 40 inches of black-and-white ads
- One half-price Note Ad on the front of the newspaper
- A half-page ad at the quarter-page price in each issue of Steamboat Living or Explore Steamboat magazine
- 20% off any full-page ad in Steamboat Homefinder
- 10% off an ExploreSteamboat.com Enhanced Listing
- 10% off banner ads on SteamboatToday.com
- The advertiser has the option to add color to the black-and-white ads at the rate of \$4 per column inch.
- Limit 1 per business.
- Advertising must be used between Feb. 1 and Nov. 30, 2012.

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