

RECRUITMENT RATES

Number of Insertions or	Sunday 1x	2x	3x	4x	5x	6x	7x
Local Open	\$72.09	\$66.48	\$59.83	\$54.01	\$48.20	\$42.38	\$35.73

Annual Dollar Volume Contract

\$2,500	\$60.21	\$53.50	\$47.58	\$42.48	\$37.37	\$32.26	\$31.17
\$5,000	\$55.10	\$48.39	\$42.48	\$37.37	\$32.26	\$32.26	\$31.17
\$10,000	\$44.46	\$37.81	\$31.95	\$31.95	\$31.95	\$31.95	\$30.87
\$15,000	\$44.03	\$37.44	\$31.64	\$31.64	\$31.64	\$31.64	\$30.57
\$25,000	\$38.64	\$32.12	\$31.34	\$31.34	\$31.34	\$31.34	\$30.28
\$50,000	\$38.26	\$31.80	\$31.03	\$31.03	\$31.03	\$31.03	\$29.98
\$75,000	\$33.60	\$31.64	\$30.88	\$30.88	\$30.88	\$30.88	\$29.83

Weekly Frequency Dollar Contract

\$50	\$60.21	\$53.50	\$47.58	\$42.48	\$37.37	\$32.26	\$31.17
\$100	\$55.10	\$48.39	\$42.48	\$37.37	\$32.26	\$32.26	\$31.17
\$250	\$49.99	\$43.28	\$37.37	\$32.26	\$32.26	\$32.26	\$31.17

All help wanted ads include a minimum additional charge for online of 30 days for \$219.

Career Fair Recruitment Options

VIRTUAL CAREER FAIR

It's never been easier to reach so many job seekers for such a small investment. Virtual Career Fairs are held in April and October and consist of employers throughout Wyoming. Participating newspapers include the Casper Star-Tribune, Billings Gazette, Missoula Missoulian, Helena Independent Record, and the Butte Montana Standard. The combined readership for these newspapers is over 327,000. Maximize your recruitment investment; see your sales representative for details.

CAREER FAIR IN PRINT

Several times a year, the Casper Star-Tribune holds a Career Fair in Print. This is a great opportunity to promote your business in print while attracting new staff, supervisors and employees! The Career Fair in print puts your help wanted ad in front of over 80,157 readers across the state of Wyoming. See your sales representative for more details.

Last minute opening? Call our classified line department to get your ad in for the next day! Call 307-266-0555 or 1-800-442-6916 x555.

Part-Time Packages

- 5 lines of text
- \$15 per additional line
- Publishes 1 Sunday and 6 consecutive weekdays in the Casper Star-Tribune
- Publishes 1 Wednesday in the Casper Journal
- 30-day Monster online listing

\$285

- 7 lines of text
- \$22 per additional line
- Publishes 2 Sundays and 12 consecutive weekdays in the Casper Star-Tribune
- Publishes 2 Wednesdays in the Casper Journal
- 30-day Monster online listing

\$385

Blind Box

\$50 each when picked up.
\$55 each when mailed.

Hot Jobs In Print \$13 pci

Hot Jobs is a great way to supplement your recruiting efforts. People who already have jobs are your best candidates for future employees. Let us help you reach these passive job seekers by advertising in Hot Jobs. Running in a forward section of the paper, over 71,000 readers* will see your ad, helping you fill your open positions even faster.

Ad must run Tuesday immediately following Sunday insertion. Appears in forward sections of the paper along with other employment ads.

Monster Online \$219

Bundling with print gives access to over 80% of the market. Your ad will run online for 30 days.

Casper Journal \$15 pci

Placing your help wanted ad in both the Casper Star-Tribune and in the Casper Journal is a powerful combination. Combine the reach of the Casper Star-Tribune, Casper Journal and trib.com enables you to reach over 80% of adults in the Casper Market Area.

Source: Audience Report, Thoroughbred Research, Jan.-June 2010

*Ads run as a pick-up from Casper Star-Tribune. May not be purchased exclusively.

Help wanted line ads include

New Today (+\$4.50 per line per day), Casper Journal (+\$4.50 per line per day), and Monster

Weekly Special Features

Enjoy! Wednesdays
Open Spaces Thursdays
Weekender Fridays
Lifestyles Sundays

REACH 80% OF THE CASPER MARKET. NOW, THAT'S HUGE

In print, online and via mobile technology, more people turn to The Casper Star-Tribune than any other media. And when we include adults who say they "use" the newspaper, we reach an incredible 80% of the Casper market. The Star-Tribune reaches all age groups with a blend of print and Internet that is unmatched by other local news mediums.

Source: Audience Report, Thoroughbred Research, Jan.-June 2011

Classified Advertising (307) 266-0555
170 Star Lane • Casper, WY 82604

CASPER
Star Tribune
COMMUNICATIONS
Wyoming's News Source

AD CREATION IS INCLUDED

Standard layout, design, typesetting and production services are included with the placement of an advertisement. Scanning charges additional.

CUSTOM DESIGN/ARTWORK

Artwork/Photo Scans:

\$6.00 each b&w, \$35.00 each color

Commercial Graphic Production: \$35.00 per hour

Express Charge-Less than 24-hour turnaround: \$50.00 per hour

ART:

Photoshop files should be saved at the size they will be placed in the ad, resolution of 240 dpi for color and 180 dpi for grayscale. Save files as jpg. In the jpg options dialogue box select 12 for quality and select Maximum. Format Options: choose "Baseline Optimized." Size: @28.8Kbps. Check preview box please! We will also accept eps files with binary encoding and tif files using LZW compression. When toning black and white photos, plan for a 30% dot gain from our press. When toning photos in-house, we set the lightest highlight area to 0-1% black and set the darkest shadow area to 75-78% black. All color art MUST BE CMYK (no spot, index, RGB or duotone colors).

SPECS FOR ELECTRONIC ADS

PDF FILES are our preferred type of file. Make sure all fonts are embedded and images are grayscale for black and white ads, or CMYK for spot or full color ads. Black must be grayscale vs. CMYK black.

LIVE ADS:

INDESIGN, QUARKXPRESS, ILLUSTRATOR & PHOTOSHOP

Please include all placed art and all fonts used in the document. In Illustrator, convert all fonts to paths/outlines. All colors must be CMYK.

E-MAIL:

CLASSIFIED ADS:

classified@trib.com

RETAIL ADS:

advertising@trib.com

Include the following information for e-mail:

NAME & CONTACT INFORMATION

NAME OF BUSINESS, AD SIZE, RUN DATE, SALES CONSULTANT'S NAME

Fax a copy of the ad you are sending for comparison purposes or provide us with a color proof if the ad is color.

FTP SITE:

You may also upload your ad materials to our ftp site in the event that your e-mail provider will not let you send larger files. For instructions call (307) 266-0611 or e-mail ftp@trib.com.

Policies

ACCEPTABILITY: The right to classify, revise, edit, or reject any advertisement is reserved by the Publisher.

ERRORS IN PUBLICATION: It is agreed The Casper Star-Tribune is not to be held responsible for errors in publication, except where corrections marked on the advertising proof by the Advertiser have not been properly made, and then only for republication of that part of the advertisement affected by the error. It is agreed that The Casper Star-Tribune accepts responsibility for errors only on first insertion of the advertisement. It is further agreed that in no case shall The Casper Star-Tribune be held liable for selling losses incurred by errors in publication.

LIABILITY: The Advertiser assumes liability for the content of all advertising that he/she authorizes for publication, and claims that arise therefore may not be made against the Publisher.

RATES SHOWN ARE NET: No commissions apply.

RATE REVISIONS: Ad rates and sizes subject to change upon written notice.

TERMS OF PAYMENT: Cash with order unless credit established, or monthly as billed for credit accounts.

RESTRICTIONS: Right is reserved to refuse any ad or preprint at the discretion of the newspaper.

BROKERED ADVERTISING: Multiple local advertisers are not permitted to combine advertising to earn volume contract discount.

AD CANCELLATION DEADLINE: Display ads may be cancelled by noon two days prior to publication without penalty. All later cancellations will be charged 50% of total ad cost.

MAXIMUM/MINIMUM SIZE REQUIREMENTS: Retail display journal ads over 18.5 inches in depth will be charged at full column depth (21.5"). Tabloid ads over 8.5 inches in depth will be charged at full column depth (9.75"). Retail advertising sold by the column inch to the nearest half inch. Minimum ad size is one column inch. The width of ads may be altered slightly during the printing process to fit the printed column width.

TO MAXIMIZE YOUR INVESTMENT: All display ads will be posted on trib.com.

NEWS STYLE/COMIC STYLE/POLITICAL & ISSUE ADS: Must be bordered with the word "Advertisement" at the top of the ad.

PROOF DELIVERY: Proofs will be e-mailed or faxed.

DISPLAY PROOF CORRECTION SCHEDULE: Your ad is considered approved if corrections are not called in. Proof corrections must be called in by 2:00 p.m. the day before publication. Sunday and Monday ad corrections are due by 2:00 p.m. Friday.

**TO MAKE CORRECTIONS:
CALL YOUR STAR-TRIBUNE
CLASSIFIEDS AT (307) 266-0555 OR
FAX CORRECTIONS TO (307) 266-0501**