

**PREPRINT RATES**

	1x	6x	12x	26x	52x
Single sheet	\$1638	\$1552	\$1470	\$1389	\$1209
4T/2B	\$2425	\$2304	\$2182	\$2061	\$1819
8T/4B	\$2553	\$2425	\$2297	\$2170	\$1914
12T/6B	\$2680	\$2546	\$2412	\$2278	\$2010
16T/8B	\$2807	\$2667	\$2527	\$2387	\$2106
20T/10B	\$2935	\$2789	\$2642	\$2495	\$2202
24T/12B	\$3062	\$2910	\$2757	\$2604	\$2297
28T/14B	\$3187	\$3031	\$2872	\$2712	\$2393

4T represents 4-page Tab (10.5" x 11.5" image area)  
 2B represents 2-page Broadsheet (11.5" x 21.5" image area)

**LEGAL ADVERTISING**

\$12 per column inch, \$10 per affidavit.  
 Includes print publication required by statute plus republication online.

**WYOMING PRESS ASSOCIATION**

A 2 column x 2" advertisement can be published in all Wyoming Press Association newspapers, with a statewide readership of 420,000, for \$480 per insertion. A 2 column x 4" advertisement can be published for \$1,200 per insertion. Deadline for WPA ads is one week prior to publication. A limited number of WPA ads are sold on a first-come, first-served basis each week.

**EXTENDED REACH**

Single sheet	\$50
4T/2B	\$73
8T/4B	\$77
12T/6B	\$81
16T/8B	\$85
20T/10B	\$89
24T/12B	\$93
28T/12B	\$97

Run a minimum of 20,000 inserts in the Casper Journal and you may opt to run extra-market inserts in the Casper Star-Tribune. Rates are illustrated as a cost per thousand pieces. A minimum charge of \$450 to cover handling is required.

Please consult your account executive for smaller amount customized quotes.

**PREPRINT SUPPORT ADS**

Tease or remind them! Run a half-page or larger ROP ad representative of your preprint within one week of the drop date for a 50% discount.



# RETAIL

## ADVERTISING RATES 2011-2012



**Casper's News Source**

PRINT, CLASSIFIED, ONLINE, APPS, MOBILE

Contact Walt Doney for more information  
**(307) 266-0628**  
 walt.doney@lee.net



**ONLINE MARKETING**  
casperjournal.com

Many visitors log on to our website for local news. These people represent a highly attractive consumer base who are able and willing to buy your products and services. Many advertisers already know that a combination of print and online advertising delivers the most comprehensive market reach available and generates results. Make casperjournal.com a part of your marketing mix and watch your business grow. Your Journal Sales Consultant can provide you with more information about online opportunities.

**81.9%** of adults in Natrona County read the Casper Journal.\*

\*Source: 2009 CVC Audit



**170 STAR LANE**  
**CASPER, WY 82604**

MAILING ADDRESS:  
P.O. BOX 80  
CASPER, WY 82602

(307) 265-3870  
(866) 265-3870

FAX: (307) 265-4616  
CASPERJOURNAL.COM

# EVERY HOUSE. EVERY WEEK.

Providing solid solutions to market small businesses in central Wyoming.

## RATES PER WEEK\*

	INCHES	1x	4x	13x	26x	36x	52x**
Full page	129	\$2,967	\$2,670	\$2,375	\$2,000	\$1,780	\$1,200
1/2 page	63	\$1,449	\$1,300	\$1,160	\$1,000	\$870	\$650
1/4 page	32	\$736	\$665	\$590	\$515	\$450	\$400
1/8 page	16	\$368	\$335	\$300	\$260	\$220	\$210
1/10 page	12	\$276	\$253	\$225	\$195	\$165	\$160
1/16 page	8	\$184	\$170	\$150	\$130	\$110	\$110
1/24 page	5	\$115	\$105	\$95	\$80	\$70	\$70
1/31 page	4	\$92	\$82	\$74	\$65	\$60	\$60

- Rates are for consecutive week advertisers.
- Add color for \$15 per column inch/\$200 maximum per page. Full process color is included in all 52-week packages.\*\*

## MARKET SHARE PACKAGES

Our market share package allows you to plan for the future by reinforcing your value at a time your competitors may be pulling back. Major benefits of our market share programs are consistent branding, keeping your call to action in front of your customers and positioning your business for the economic recovery.

Uncertain times call for very certain rates and value. Our **MARKET SHARE PACKAGES** offer consistent, value-priced and customer-focused advertising to build credibility and make you the "go-to" business in your market. Becoming the perceived expert will prevent losing customers to your more aggressive competitors and allow you to steal market share from those who have cut back. Maintaining market identity costs less than rebuilding it later on.

### "MY CARD"

- \$25 per week, 4-week minimum
- \$22 per week, 13-week contract
- \$18 per week, 52-week contract

**HAPPY ADS & MEMORIAMS**  
\$15 per column inch

**OBITUARIES**  
Contact your Casper Journal advertising consultant.

## RETAIL COLUMN WIDTHS

	PICAS	INCHES
1 Column	9p4	1.5556"
2 Column	19p4	3.2222"
3 Column	29p4	4.8889"
4 Column	39p4	6.5556"
5 Column	49p4	8.2222"
6 Column	59p4	9.8889"

**78.5%** frequently purchase products or services from Casper Journal ads.

\*Source: 2009 CVC Audit

### PLACEMENT

Placement requests are accepted. Guaranteed placement for an additional 25%.

### DEADLINES

**Display Legals:**  
5 p.m. Wednesday prior to publication

**Display Advertising:**  
5 p.m. Thursday prior to publication

**Classified Advertising:**  
3 p.m. Friday prior to publication

### COLOR CHARGES

Available spot color:  
\$7 per inch / No minimum

Specific spot color:  
\$7 per inch / \$75 minimum

Full color:  
\$15 per inch / \$200 minimum

Display ads are a minimum of 1 column x 1" in depth. Additional increments of 1/2" unless otherwise noted by category.



### 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

### 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.

### 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).

### 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 Journal 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 Journal accepts responsibility for errors only on first insertion of the advertisement. It is further agreed that in no case shall the Casper Journal 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 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 casperjournal.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 5:00 p.m. Thursday.

**TO MAKE CORRECTIONS:**  
CALL THE JOURNAL SALES TEAM AT  
(307) 266-0628 OR (866) 265-3870 OR  
FAX CORRECTIONS TO (307) 265-4616