



PRE-PRINTS AND PRINT & DELIVER

Inserted advertisements can be delivered to your readers for significantly less than direct mail. Delivered with the Star-Tribune, your ad is invited into the consumer's home. Direct your advertising to those most likely to buy your products and services. Prices are flat rated by size.

PREPRINT RATES

When it comes to preprints, the package has an extra advantage. Adults view the newspaper preprint package like going to the mall. The more stores, the better; being able to see multiple offerings at multiple stores is a significant advantage beyond a single advertiser's insert.

	1x		6x		12x		26x		52x	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
Single Sheet	\$1638	\$1930	\$1552	\$1839	\$1470	\$1752	\$1389	\$1666	\$1209	\$1476
4T/2J	\$2424	\$2765	\$2304	\$2636	\$2182	\$2508	\$2061	\$2379	\$1819	\$2122
8T/4J	\$2553	\$2900	\$2425	\$2765	\$2297	\$2629	\$2170	\$2494	\$1914	\$2223
12T/6J	\$2680	\$3036	\$2546	\$2893	\$2412	\$2751	\$2278	\$2609	\$2010	\$2325
16T/8J	\$2807	\$3170	\$2667	\$3022	\$2527	\$2873	\$2387	\$2724	\$2106	\$2426
20T/10J	\$2935	\$3305	\$2789	\$3151	\$2642	\$2995	\$2495	\$2839	\$2202	\$2528
24T/12J	\$3062	\$3440	\$2910	\$3279	\$2757	\$3117	\$2604	\$2954	\$2297	\$2629
28T/14J	\$3187	\$3575	\$3031	\$3408	\$2872	\$3239	\$2712	\$3069	\$2393	\$2731

ZONE RATES

If you would like quantities less than 25,000 but more than 7,500

	1x		6x		12x		26x		52x	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
Single Sheet	\$1474	\$1757	\$1397	\$1674	\$1323	\$1596	\$1250	\$1518	\$1088	\$1347
4T/2J	\$2182	\$2508	\$2073	\$2392	\$1964	\$2276	\$1855	\$2160	\$1637	\$1929
8T/4J	\$2297	\$2629	\$2182	\$2508	\$2068	\$2386	\$1953	\$2264	\$1723	\$2020
12T/6J	\$2412	\$2751	\$2292	\$2623	\$2171	\$2495	\$2050	\$2368	\$1809	\$2112
16T/8J	\$2527	\$2873	\$2401	\$2739	\$2274	\$2605	\$2148	\$2471	\$1895	\$2203
20T/10J	\$2641	\$2994	\$2510	\$2855	\$2378	\$2715	\$2246	\$2575	\$1981	\$2294
24T/12J	\$2756	\$3116	\$2619	\$2971	\$2481	\$2824	\$2343	\$2678	\$2068	\$2386
28T/14J	\$2870	\$3237	\$2728	\$3086	\$2584	\$2934	\$2441	\$27823	\$2154	\$2477

For pre-print quantities less than 7,500, the minimum charge is \$450. Additional charges may apply. Please consult your account executive.

HOT SHEETS

"Hot Sheets" is an easy, fast and inexpensive way to handle your insert printing needs. Have your flyer delivered statewide in the Star-Tribune and in unduplicated issues of the Casper Journal- up to 38,500 copies! No need to use direct "junk" mail!

WE WILL PRINT AND DELIVER

Your full color, 2-sided, 8.5" x 11"

GLOSSY FLYER

In the Casper Star-Tribune and Journal
for as low as

9.6¢ EACH!

Ask your sales representative for details!

WE WILL PRINT

Your full color, 2-sided, 8.5" x 11"

GLOSSY FLYER

for as low as

5.5¢ EACH!

Retail Advertising (307) 266-0628
170 Star Lane • Casper, WY 82604
P.O. BOX 80 • Casper, WY 82602

CASPER
Star-Tribune
COMMUNICATIONS
Wyoming's News Source



PRE-PRINTS AND PRINT & DELIVER

HOT SHEETS CAN ALSO BE THE ANSWER FOR YOUR BUSINESS' BROCHURE, CUSTOMER POST CARD AND IN-STORE PRINT MATERIALS NEEDS.

- ✓ Better pricing
- ✓ Faster turn around time
- ✓ Hands on customer service
- ✓ All in one-from design to delivery
- ✓ Order the exact number you need

REACH TOTAL MARKET COVERAGE

Run your preprint at minimum quantity of 20,000 in the Casper-Star-Tribune and add the Casper Journal in unduplicated quantity from 6,000 to 13,500. Minimum charge of \$400. Rates are C.P.M.

Other rates available for higher frequency agreements.

Single Sheet .	\$50
4T/2J	\$73
8T/4J	\$77
12T/6J	\$81
16T/8J	\$85
20T/10J	\$89
24T/12J	\$93
28T/14J	\$97

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.

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