

WyomingTribuneEagle

— 2014 —

ADVERTISING RATES



Published by:

Cheyenne Newspapers, Inc.
702 West Lincolnway
Cheyenne, WY 82001
307-633-3151 • 1-800-561-6268
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www.wyomingnews.com
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PERSONNEL & REPRESENTATIVES

Publisher
Advertising Director
National Advertising Manager
Classified Advertising Manager
Special Projects/ Marketing
Electronic Ad Transfer
Web & Digital Sales
Web Systems/Development

Mike McCracken
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Tammy Smith
Rachelle Zimmerman
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The Wyoming Tribune Eagle is represented nationally by:
The Wyoming Press Association, P.O. Box 20030
Cheyenne, WY 82003 • (307) 635-3905

Wyoming Tribune Eagle - Retail, National and Classified Advertising Rates

Effective date for all advertising rates in this listing is February 1, 2014

Information on this rate card is presented in accordance with the prescribed format of the Standard Rate & Data Service (SRDS). Information not applicable in these rates has been eliminated. The Wyoming Tribune Eagle is published daily.

MEMBERS

Media Records • Wyoming Press Association • Newspaper Association of America

POLICY

A. The Wyoming Tribune Eagle reserves the right to edit, alter or omit any advertisement.

B. The Wyoming Tribune Eagle assumes no financial responsibility for typographical errors or for omissions of copy. Liability shall not exceed the cost of that portion of space attributable thereto. Claims for adjustments must be made within 7 days of publication. Credit allowable for first insertion only. In event of error or omission, we will, if requested, furnish a letter of explanation which can be utilized by the customer.

C. The advertiser and/or advertising agency or agent assumes all liability for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against the Wyoming Tribune Eagle.

D. Page size is 6 columns x 20" for retail & national display advertising, 9 columns x 20" for classified & classified national advertising. Ads over 18" will be billed at the full column depth of 20"

E. Double-trucks or other ads spreading across 2 pages and using the gutter between the pages are acceptable, as long as

they meet the minimum depth requirements. The gutter will count as one column of advertising space and the advertiser will be charged accordingly.

F. The Wyoming Tribune Eagle reserves the right to revise advertising rates at any time.

G. All accounts are due and payable on the 15th of the month following insertion. Any customer not having established credit will be required to provide cash with copy.

H. All intermediary orders or contracts must state that the intermediary and their clients are jointly and severally obligated to make payment for advertising space ordered. Otherwise intermediary contracts will be cash with order.

COMMISSION, CASH DISCOUNTS, FINANCE CHARGES

Advertising rates are not commissionable. Cash discount does not apply.

A late payment service charge of 1.5% per month, 18% per annum, will be assessed on all account balances not paid within 60 days of the invoice date.

PREPRINTS

Preprint Reservations and Shipping:

- Minimum 5,000 preprints
- Must be ordered 14 days prior to publication
- Must be delivered 7 days prior to publication
- Delivery hours: 8:00am – 5:00pm M-F only
- Must meet Wyoming Tribune Eagle delivery and production requirements
- Advertiser should confirm quantity requirements prior to ordering preprint run
- 3% additional in quantity required for spoilage

Minimum/Maximum Sizes:

- Must be no smaller than 5"x7", no larger than 10.5"x 11.33" deep (folded edge)
- Exceptions handled on individual basis and may require testing before being accepted
- Card type supplements should be at least .007 inches (70lb weight)
- A second or front fold may consist of a flap no less than 3 inches wide. This flap may vary in size up to the full area of the card.

Zoned and Partial Distribution Preprints:

- Zoning unavailable on Sunday or Monday
- Partial distribution in established zones is an additional \$10 per 1000
- Custom zoning is available at an additional \$15 per 1000

Special Handling:

- Nonstandard or odd-sized preprints may require special handling and will be charged at an additional \$15 per 1000. Duplicate or missed copies may be unavoidable
- A charge of \$80 per hour will be applied if delivered inserts need to be unloaded by Wyoming Tribune Eagle personnel, are damaged or require restacking.

PREPRINT ADVERTISEMENT RATES (CPM-cost per thousand)

Tab pages	1-5	6-11	12-36	37-60	61-100
Single sheet	\$55	\$54	\$53	\$51	\$50
4	\$68	\$67	\$65	\$64	\$62
8	\$75	\$74	\$72	\$71	\$67
12	\$77	\$76	\$74	\$73	\$68
16	\$80	\$78	\$75	\$74	\$70
20	\$82	\$81	\$77	\$75	\$72
24	\$87	\$84	\$80	\$77	\$75
28	\$93	\$87	\$82	\$80	\$76
32	\$100	\$98	\$97	\$96	\$95
36	\$107	\$106	\$104	\$103	\$102
40	\$114	\$113	\$112	\$111	\$110
44	\$120	\$119	\$118	\$117	\$116

Additional pages, add \$2 CPM for each 4-tab page increment.

ADVERTISING RATES AND PROGRAMS

A. COLUMN INCHES

Rates are based on "column inches." To determine the area of an ad, multiply the number of columns by the height in inches.

Example: 2 columns wide by 5 inches deep equals 10 column inches

B. 2014 OPEN RATES:

\$25.70 PCI Retail and National Display (NET)

\$18.40 PCI Classified Display (NET)

\$20.90 PCI Classified National Display (NET)

Classified Line Ads

Local \$7.77 for 3 lines (minimum) per day

National \$10.57 for 3 lines (minimum) per day

Color Rates

	WTE	WTE & EXTRA!
Single Page		
Single color	\$270	\$350
Full color	\$570	\$700

You can lower costs by running your ads more. You can run any combination of ad sizes and frequency during a 12 month period. Your cost is based on the total number of inches used or with larger volume, the total dollars used within your contract year.

All rates are noncommissionable.

For customers without billing arrangements, payment is required with copy until credit can be established.

Repeat Ad Discount

- 20% repeat discount on space and color.
- Discount applies to any identical ads scheduled within 6 days of the original.
- No copy changes allowed.
- This discount is available for any retail, national or classified display advertisement.

Please note that only one discount per ad is allowed. We will not double discount.

Guaranteed Position

- 25% surcharge for specific page placement when available.
- Position must be requested at time of ad placement.

Display Ad Depth Requirements

Minimum space is 1 column inch. Advertisements over 18 inches deep will be billed at full column depth

C. ANNUAL LINAGE CONTRACTS

These retail/classified combination contracts are ideal for advertisers seeking to reduce advertising rates. All inches will be converted to retail for purposes of tracking contract fulfillment.

SMALL ANNUAL LINAGE CONTRACTS

Retail Display		Classified Display	
50"	\$19.30	75"	\$12.80
150"	\$18.40	225"	\$12.40
300"	\$17.60	450"	\$12.30
450"	\$16.80	675"	\$12.20

TOTAL DOLLAR VOLUME CONTRACTS

	Retail Display	Classified Display
\$1,000	\$19.30	\$12.80
\$2,500	\$18.40	\$12.40
\$5,000	\$17.60	\$12.30
\$7,500	\$16.80	\$12.20
\$10,000	\$16.10	\$12.10
\$15,000	\$15.90	\$11.90
\$25,000	\$15.70	\$11.60
\$35,000	\$15.40	\$11.50
\$50,000	\$15.10	\$11.30
\$75,000	\$14.80	\$10.90
\$100,000	\$14.50	\$10.80
\$150,000	\$14.20	\$10.70

All ad dollars spent apply to advertising contract.

D. SOUTHEAST WYOMING EXTRA!

This total market coverage (TMC) publication is distributed free of charge to non-subscriber homes and in racks throughout Cheyenne. Reduced rates are provided when run in conjunction with the daily paper. Stand alone rates also available.

Retail and National Display:

- Pick up your ad from the daily - \$4.00 per column inch.
- Stand alone ad in the EXTRA! - \$6.50 per column inch.

Inserts:

- Inserts in the EXTRA!-\$525 for up to 20 pages.
- Add \$2 cpm for each 4 tab page increment above 20 pages.

E. FRONT PAGE NOTES:

A 3" x 3" full color sticky removable ad placed on the front page, above the fold - \$1400. This allows you to be the only advertiser on the highly visible front page.

F. "TO DO" RATE:

The Wyoming Tribune Eagle's daily section focused on activities in the region. Special programs are available.

WyomingTribuneEagle

SPECIAL SERVICES

ART, DESIGN AND PHOTOGRAPHY SERVICES

- Basic ad design available including copy writing and "clip" art services, included in the price of the ad.
- Original art or intricate, excessive design requirements available at the cost of \$80 per hour.
- Arrangements may be made through your advertising consultant for photos to be taken of people or merchandise to be used in ads.

WEB AND INTERNET SERVICES

WEB DESIGN:

The Wyoming Tribune Eagle offers a complete selection of web design and site hosting services.

WEB ADVERTISING:

Advertising on Wyoming's most visited website. Go to www.wyomingnews.com for details.

COMMERCIAL PRINT

Full commercial print services are available including delivery of preprints via direct mail and delivery of preprints to non-subscribers. Design and insertion packages are also available. Call 633-3151 for more information.

We offer:

- Inserts for daily paper
- Posters
- Flyers
- Direct Mail
- Brochures
- Booklets
- and more

TEAR SHEETS/RESEARCH

Tear sheets of published advertisements will be provided upon request. Requests must be made before publication. Any request for tear sheets after publication will be at a charge of \$80 per hour. This charge will also apply for excessive research projects.

MARKETING AND DEMOGRAPHIC INFORMATION

Your Wyoming Tribune Eagle advertising consultant can help with your media budget planning. Call for more information.

PROOFS

- Proof of ads can be provided upon request if all copy has been submitted by deadline.
- Second proofs are not available.
- Customers receiving proofs assume all liability for errors not noted on proof.
- **Please note:** Proofs are provided to customers for the purpose of making minor typographical or factual content changes, not as speculative layouts or for major content changes.
- At the Advertising Director's discretion, customers making excessive changes on proofs will be billed an additional charge of \$80 per hour (1 hour minimum).

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ADDITIONAL INFORMATION

SPECIAL SECTIONS

Special sections on a variety of subjects are published throughout the year, such as the Bridal Guide, Health & Fitness Guide, Spring Home & Garden, Fall Home Improvement and Cheyenne Frontier Days Souvenir Guide. See your advertising consultant for a full list of sections and details.

SPECIAL DAYS/PAGES/FEATURES- Wyoming Tribune Eagle

Monday	Portfolio (personal finance news)
Saturday	Religion
Sunday	Journey (including Outdoors, family features, milestones, school news and travel)

DEADLINES

<u>Day of Publication</u>	<u>Scheduling Deadline</u>	
Monday	Friday	Noon
Tuesday	Friday	3pm
Wednesday	Monday	3pm
Thursday	Tuesday	3pm
Friday	Wednesday	3pm
Saturday	Thursday	Noon
Sunday	Thursday	3pm
Journey (Sunday)	Tuesday	3pm
EXTRA!	Thursday	5pm
ToDo	Same ad daily deadlines	

Discounts and proofs are not available for any ads turned in after deadline.

Holiday Deadlines: Will be earlier than the deadlines listed above. Deadlines for multipage sections and extensive graphic and/or color work will be accelerated. All Special Sections/Publications have separate deadline structures. Please see your advertising consultant for details.

Cancellations: No cancellations accepted after deadline. Composition costs will be charged on any advertisement set, cancelled and not published within 14 days of cancellation. Composition charges will be equal to two-thirds (2/3) of the cost of the advertisement.

MECHANICAL MEASUREMENTS AND REQUIREMENTS

<u>Standard Page</u>	<u>Retail Display</u>	<u>Classified Display</u>
Width of page	6 column	9 column
Depth of page	20"	20"
1 column width	1.72"	1.1431"
2 column width	3.565"	2.3692"
3 column width	5.41"	3.595"
4 column width	7.255"	4.8214"
5 column width	9.1"	6.0475"
6 column width	10.955"	7.274"
7 column width		8.4997"
8 column width		9.7258"
9 column width		10.955"
Double truck width	22.0975"	22.0975"

Sizes as of 9/17/2013

Double Trucks are charged at 260 column inches in Retail Display and 380 inches in Classified Display.