

IDAHO MOUNTAIN



THE VALLEY'S NEWSPAPER

Sun Valley, Ketchum, Hailey, Bellevue and Blaine County, Idaho

Print published
Wednesday and Friday

Web updates
Monday, Tuesday, Thursday

www.mtexpress.com

Subscriptions and home delivery rates:

The Wednesday subscriber edition comes with the regular newspaper sections plus the Local Life Section. It includes the New York Times Crossword Puzzle, legal notices, photos of local events, kids' activities and extras.

Blaine County Residents:

Mail & Home Delivery of Weds. paper to addresses within Blaine County + Digital Access to web site and E-edition replica

Mailed Subscription
\$50 per year

Home Local Delivery*
\$68 per year

Out-of-County Mail:

Mail Delivery of Weds. paper to addresses outside Blaine County+Digital Access to web site and E-edition replica

1 year.....\$76
6 months.....\$52
3 months.....\$44
First Class.....\$314

Digital-only Subscription with Website & E-Edition

Access:

1 week.....\$4
1 month.....\$15
3 months.....\$35
6 months.....\$45
1 year.....\$68
2 years.....\$130

* Our Blaine County subscription can be delivered to your front door if your residence is located between Cold Springs and North Fork and/or within Ketchum or Sun Valley city limits and/or Hailey and Bellevue city limits. Other areas may be available on request.

Contact Us:

Idaho Mountain Express
P.O. Box 1013
591 First Ave. North
Ketchum, ID 83340
208-726-8060
advertising@mtexpress.com

RATE CARD

Effective December 1, 2020

#1 Source for local news and information

The Idaho Mountain Express builds its clients' business through the largest engaged and targeted audience in the Sun Valley area in Idaho's award-winning non-daily newspaper.

In print: 22,000 free print copies a week distributed at more than 225 locations in Sun Valley, Ketchum, Hailey, Bellevue, Carey, Fairfield and Stanley. The paid edition reaches hundreds of local and out-of-area subscribers.

On the Web: 122,862 average unique users per month
Top states include Idaho, Washington, Oregon, California, Utah, Colorado, New York

Awards

- Best in Nation Local News Coverage 2019, National Newspaper Association
- First Place General Excellence, 2019, National Newspaper Association
- Website General Excellence, Idaho Press Club 2019
- More awards than any other Idaho non-daily newspaper for decades



Market demographics

(U.S. Census, (2015-2019), Data.USA.io (2019), Sun Valley Economic Development (SVED, 2020)

Real Estate

Median home and condo sales price: \$660,000
(SVED, 2020)

Education

Bachelor's degree or higher: 38.2%

Population

Blaine County: 21,994
(the ACS 2018 5-year estimates)


Age

Median Age: 43.2
Age Breakdown:
25% 0 to 19 years
15% 20 to 34 years
13% 35 to 44 years
7% 55 to 64 years
17% 64+

No. Households: 8,190
Total Housing Units: 15,600
(2018: ACS 5-Year Estimates Data Profiles, SVED)

Income


Median Household Income: \$51,968
Annual Household Income:
5% \$100,000
21% \$50,000
74% \$0-\$49,000
(Datausa.io, 2017)



Valley braces for Monday eclipse
Police call for 'all hands on deck'

2 x 8
4.03" w
x
7.875" d


\$457.40 color
\$358.40 bw



Valley braces for Monday eclipse
Police call for 'all hands on deck'


3 x 8
6.133" w
x
7.875" d

\$636.60 color
\$537.60 bw



2 x 8
4.03" w
x
7.875" d

\$457.40 color
\$358.40 bw



3 x 8
6.133" w
x
7.875" d

\$636.60 color
\$537.60 bw

Color Rates

0-8 column inches.....	\$ 55.00
12-32 column inches.....	\$ 99.00
36-80 column inches.....	\$185.00

Late Charges and Art Charges

Advertisers who order remakes of copy, art, or photos after deadline will be subject to a \$75/hour remake charge. Original artwork produced for an ad will be charged at \$85/hour and will remain the property of this newspaper. Exclusive rights to the artwork may be purchased at three times the total hourly rate charged.

Discount Rates

Combo Pickup Rate: 20% discount from open or contract rates

\$17.92 per column inch for open rate ads. Contract customers receive the discount from their contract rate. This rate applies to insertion in the next consecutive edition, i.e. first insertion Wednesday Edition, second insertion Friday edition, with no copy changes. Ad size may be changed.

Page-ready Ads: 5% discount from open rate

\$21.28 per column inch for open rate ads. Not applicable to contracts. Page-ready ads should be submitted in time for pre-flight review by 2 p.m. Mondays or 2 p.m. Wednesdays. Ask your ad rep for a free guide on preparing PDFs.

Dollar Volume Contracts:

Contract.....	Discount.....	Rate per inch	Minimum Annual Savings
NONE.....	0%	\$22.40	\$0
\$2,679	8%	\$20.61	\$233
\$5,300	9%	\$20.38	\$524
\$10,745	10%	\$20.16	\$1,194
\$20,733	11%	\$19.94	\$2,563
\$40,535	13%	\$19.49	\$6,057
\$59,405	15%	\$19.04	\$10,483
\$77,366	18%	\$18.37	\$16,983

Photo Service Rates

Photo Session	\$70/hr
Print/CD.....	\$17.00

Pre-Printed Insert Rates:

Newspaper dimensions are 8¼" x 10½". Inserts must fit inside. Deadline for insertion is one week in advance of publication, shipped to our press: Idaho Press Tribune, 1618 N. Midland Blvd, Nampa (Attn. Idaho Mountain Express), Idaho 83652; (208) 465-8191. Quarter folding charge is \$24 per thousand. Zoned insertion available by city. Insert rates apply only to individual retail firms. Multiple advertiser preprints not accepted.

Full Run of In-County Newspapers:

Includes all free mail and home delivery newspapers circulated in Blaine County (no subscribers or pay box). Weight must be reasonable, but paper stock is not restricted. Pages Any Number One-Time 8.87 cents ea. Net Contract Rates Upon Request

Full Run In-County & Out-of-Area

This rate is for pieces prepared as supplements to the newspaper, on newsprint. Includes all in-county circulation and out-of-area subscribers. Rates for supplements on heavier paper stock on request.

Tab Pages

4-page	9.49 cents ea. Net
8-page	18.90 cents ea.
12-page	25.50 cents ea.
Contract rates	upon request

Combo Rate

Insert & Web Ad \$1,143

Fully cover the Wood River Valley with a comprehensive one-page Newspaper Insert (pre-printed Vendor inserts only) and a one-month, front-page banner Internet Ad on our website.

PREMIUM ADVERTISING

These are in super-prime locations in the print newspaper.

Volume 41 | Number 52

Belmont Hotel to be put up for sale
Page 3

Ketchum mulls next move on city hall
Page 4

Memorial Day events scheduled in valley
Page 20

WEDNESDAY, MAY 23, 2010
SUN VALLEY • KETCHUM • HAILEY • CROFTSVILLE • CAREY

One copy free | All others 50¢

EVEREST MASTER
Melissa Arnot
summits for 6th time
Page 6

3.125" w x 3.125" d

Express AND GUIDE

Tab

(Front Page Sticky Note Ad)

Friday \$1,099
Wednesday \$1,499
Wednesday & Friday \$1,499

Ask your ad exec for deadlines and packages that include inside ads and web ads. One per edition.

Volume 42 | Number 2

Some in Hailey don't like housing plan
Page 1

Animal Shelter eyes new facility in Croft
Page 3

Volunteers help fix up Pioneer Cabin
Page 6

IDAHO MOUNTAIN
Express
AND GUIDE

RANKED NO. 1 FOR LOCAL NEWS BY THE NATIONAL NEWSPAPER ASSOCIATION AND IDAHO PRESS CLUB

DOGS FOR THE DEAF
Organization provides pooch to blind person
Page 12

SLIDING INTO ANOTHER SEASON

Valley residents in Sun Valley, left, and Wood River High School students Erinne Dolores, Alana Janda and Austin Eggers ride the first chair lift on the Blue Run at Deer Flat at about 6:30 a.m. Thanksgiving morning and work first in the lift of the day. The Blue Run Express, which started on Blue Run in the early 1970s, is operated by the 1200 skiers and snowboarders each day of the winter season. Sun Valley is the top of the mountain start in the Blue Run. The Blue Run Express is operated by the Blue Run Ski Area, which is owned by the Blue Run Ski Area. The Blue Run Express is the only chairlift in the Blue Run area. The Blue Run Express is the only chairlift in the Blue Run area.

Draft plan released for new wilderness areas
Few changes proposed in management

BY GREG MOORE
Special Staff Writer

Wilderness areas in the White Cloud and Hemingway mountains in Idaho are set to be designated as wilderness areas in a new draft plan. The plan, which was released by the U.S. Forest Service, proposes to add 10,000 acres of new wilderness areas to the existing 1.5 million acres of wilderness in the region. The plan also proposes to change the management of 10,000 acres of existing wilderness areas. The plan is part of a larger effort to protect and manage the region's natural resources. The plan is expected to be finalized in the next few months.

Camas residents decry draft zoning plan
Controversial Bruce Willis airport would be grandfathered in

BY FRANK TREMBLE

It's a controversial zoning plan that has sparked a public hearing in Camas, Idaho. The plan, which was drafted by the city of Camas, would allow for the construction of a new airport on the site of the former Bruce Willis airport. The plan also would allow for the construction of a new residential development on the site. The plan is expected to be finalized in the next few months.

Calendar C4
Deerbury C7
Weather C7
Movies C7

Art AND EVENTS

FIRST THINGS FIRST

Jamie Lee Curtis' latest book reflects on new tricks

BY GREG MOORE
Special Staff Writer

Jamie Lee Curtis' latest book, "My Brave Year of Firsts," is a collection of short stories that reflect on the author's experiences with new challenges. The book is a collection of 10 short stories that are set in various locations and feature a variety of characters. The book is a collection of 10 short stories that are set in various locations and feature a variety of characters. The book is a collection of 10 short stories that are set in various locations and feature a variety of characters.

Strip Ads

Contract rates do not apply.

(Ask your ad executive to schedule dates)

Front Page Main News: \$752
Front Page Arts & Events: \$595

Wednesday & Friday Combo: \$1,354
(News front page only)

STRIP 5X1½
10.33" w x 1.5" d \$752.00

STRIP 5X1½
10.33" w x 1.5" d \$595.00

the weekender
calendar

WHAT TO DO THIS WEEKEND

FRIDAY, 4/23

Saturday, 4/24

Sunday, 4/25

Monday, 4/26

Tuesday, 4/27

Wednesday, 4/28

Thursday, 4/29

Friday, 4/30

Saturday, 5/1

Sunday, 5/2

Monday, 5/3

Tuesday, 5/4

Wednesday, 5/5

Thursday, 5/6

Friday, 5/7

Saturday, 5/8

Sunday, 5/9

Monday, 5/10

Tuesday, 5/11

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Plans unveiled for new nexStage Theatre on Main Street

Owners plan to demolish existing building

BY PETER JENSEN
Special Staff Writer

The new nexStage Theatre on Main Street in Ketchum, Idaho, is set to be built on the site of the former Ketchum Theatre. The new theatre is a 100,000-square-foot building that will feature a modern design and state-of-the-art facilities. The new theatre is set to be built on the site of the former Ketchum Theatre. The new theatre is a 100,000-square-foot building that will feature a modern design and state-of-the-art facilities.

Placement

Exclusive:

- 1/2 page or above only
- Page 2 or the back page of any section
- No shared advertising on page
- Additional 30%

Exclusive Page 3

- Special size as shown
- No shared advertising on page
- Additional 30%

Preferred:

- 1/4 page, (3x8 or above only)
- Pages 4,5,6,7
- Shared advertising on page
- \$100 Flat Fee

STRIP 5X3
10.33" w x 2.875" d

Regular rates apply

PAGE 3 SPECIAL SIZE
7.75" w x 5.958" d

Additional 30%

CLASSIFIED RATES

Free Classifieds (Wednesdays Only)

Any personal item for sale with a listed price of less than \$1,000. All ads must include the quantity of the items for sale and the individual price of each item.

Paid Classifieds Categories

Any item(s) selling for \$1,000 or more, for sale with no listed price or quantity, or any item sold by a business, regardless of price AND Paid Categories Include: Properties for Sale, Properties for Rent, Contractors, Services, Help Wanted, Yard Sales, Paid Classes, Too Unique to Classify, Public Notices, Pets for Sale and Firewood or Hay for Sale.

Categories on the Internet

All categories are on the Internet.

Classified Packages:

PACKAGE	RATE	NO. OF ISSUES	INCLUDES
SUPER DEAL*	\$47.60**	2 consecutive issues	Consecutive Wed and Fri paper + unlimited online text and 6 photos
BEST DEAL*	\$42.20**	2 consecutive issues	Consecutive Wed and Fri paper + free online ad with 2 photos
SINGLE NEWSPAPER*	\$33.50**	1 issue	Single newspaper + free online ad with 2 photos
MINI AD	\$14.50**	1 issue	Any newspaper issue(s), text only 2 line ad + free online ad with 2 photos
SUPER DEAL YARD SALE*	\$51.60**	2 consecutive issues	Consecutive Wed and Fri paper + unlimited online text and 6 photos + yard sale kit
BEST DEAL YARD SALE*	\$46.40**	2 consecutive issues	Consecutive Wed and Fri paper + free online ad with 2 photos + yard sale kit
SINGLE NEWSPAPER YARD SALE*	\$37.50**	1 issue	Weds or Fri paper + free online ad with 2 photos + yard sale kit

* Minimum charge is 8 lines or 1" per issue. Additional lines at same rate.

** Ledger Accounts add \$1 to each rate

Rates effective Dec. 1, 2020

Add-ons

EMBELLISHMENT	RATE	INCLUDES
BORDER or COLOR BACKGROUND	\$6 PER ORDER	Border or color background in print and online
SPECIAL TYPOGRAPHY	\$23 WEDNESDAY OR \$30 FOR WEDNESDAY AND FRIDAY	All caps, bullet points, italics, special font or special font size
IMAGES / PHOTOS / LOGOS	LINE RATE OF PACKAGE	Black and white image in print and color (if requested) image online

PAYMENT/CREDIT AND OTHER POLICIES

Agency Ad Placement

Ads placed by an agent receiving a commission will be charged at \$24.50 per column inch. Agent's commission of 15% may be deducted from this rate only. Two percent discount if paid within 10 days of billing.

Political & Advocacy Ads

All political advertisements or advocacy ads must be paid in advance upon order. Any advertisement advocating the election or defeat of a candidate or measure must contain the name of the person paying for the advertisement, OR the name of the treasurer of a group and the name of a group paying for the advertisement. The information must appear at the center top or center bottom of the advertisement in type of at least 10 points in size.

Such ads must not be designed in any way to appear similar to news items contained in the Idaho Mountain Express.

The newspaper will keep a record that is available to the public that contains the following information: 1) The name and address of the individual, or treasurer and group that paid for the advertisement and 2) the amount paid.

Advertising Deadlines

Ad Space Reservations Tuesday & Friday at 1 p.m.

Advertising Cancellation Policy

Advertiser is liable for full-cost of their ad if cancelled after 1 p.m. on Monday and Wednesday, preceeding the Friday edition.

Right to Refuse

The Idaho Mountain Express has the right to refuse to publish advertising material, including, but not limited to, material that the Seller determines to be libelous, obscene or deceptive.

Credit Policy

New accounts must pay in advance for 6 weeks of advertising. A credit application must be completed and approved before a credit account will be opened. Credit cards are also accepted.

Payment Policy

All accounts are due and payable by the 15th of the month. A finance charge of 1.66% per month will be applied to all accounts which are past due. (This is an annual rate of 20%).

Errors

The *Idaho Mountain Express* liability for error shall not exceed that portion of the space occupied by the copy in error. In no case will the *Express* assume any liability for loss resulting from selling merchandise at a lower price published in error.

EXPRESS PUBLISHING, INC.

P.O. Box 1013
591 First Ave. North
Ketchum, ID 83340

Phone:

(208) 726-8060

Fax:

(208) 726-2329

On the Internet:

www.mtexpress.com

E-Mail:

advertising@mtexpress.com

Publisher

Pam Morris

publisher@mtexpress.com

Business Manager

Connie Johnson

business@mtexpress.com

Advertising Administrator

Freda Avery

favery@mtexpress.com

Classified Manager

Alex McCausland

classifieds@mtexpress.com

Advertising

Representatives

Sara Adamiec

sadamiec@mtexpress.com

Irene Balarezo

irobinson@mtexpress.com

Chris Mullen

cmullen@mtexpress.com

Jerry Seiffert

jerry@mtexpress.com