

INCREASE YOUR ONLINE PRESENCE

WITH

WWW.MTEXPRESS.COM

WHY MTEXPRESS.COM?

mtexpress.com has tens of thousands of visitors and hundreds of thousands page views per month. It is the most trafficked website and is the #1 media source to reach everyone who cares about the area – visitors, second-home owners and year-round residents.

BENEFITS TO ADVERTISERS

1. Drive traffic to your website with a direct link from your ad.
2. Feedback on how your ad is doing. You'll receive monthly reports on impressions and click-throughs
3. Our web designers will build your ad and the ad can change monthly—no extra charge.
4. You can display photos, products, services or specials in your ad.

KEY TRAFFIC STATISTICS

122,862 visitors per month

626,000 pageviews per month

Over one-quarter of mtextpress.com visitors are from all over the world, including our most popular visitor markets: Washington, Oregon, California, Utah, Colorado, Texas, Florida and New York.

CONTACT YOUR AD REP TO GET STARTED TODAY!
FOR ADDITIONAL INFORMATION OR TO SCHEDULE A DEMO,
PLEASE CONTACT YOUR ADVERTISING REPRESENTATIVE
AT 208-726-8060 OR ADSALES@MTEXPRESS.COM

AD DIMENSIONS AND RATES

Effective Dec. 1, 2020

* Animated ads can be produced at \$50/hour

STATIC ADS—MAY CHANGE 1X PER MONTH

VIDEO—PRE PRODUCED

AD TYPE	AD SIZE (PIXELS)	MONTHLY RATE	3 MONTHS 10% OFF	6 MONTHS 20% OFF	12 MONTHS 30% OFF	MONTHLY RATE	3 MONTHS 10% OFF	6 MONTHS 20% OFF	12 MONTHS 30% OFF
BOTTOM STICKY AD RUN OF SITE	728 X 92	\$1,420	\$1,280	\$1,140	\$995	\$2,650	\$2,385	\$2,120	\$1,855
TOP LEADERBOARD RUN OF SITE	1100 X 93	\$300	\$270	\$240	\$210	\$535	\$482	\$428	\$375
SIDE SQUARE #1 OR #2 RUN OF SITE	300 X 250	\$530	\$477	\$424	\$371	\$1,060	\$954	\$848	\$742
SIDE RECTANGLE 1 AND SIDE RECTANGLE 2 RUN OF SITE	300 X 600	\$500	\$450	\$400	\$350	\$999	\$899	\$799	\$699
IN-STORY IN STORY ONLY	300 X 250	\$275	\$248	\$220	\$193	\$550	\$495	\$440	\$385
TOP BANNER FRONT AND SECTION PAGES ONLY	728 X 92	\$200	\$180	\$160	\$140	\$250	\$225	\$200	\$175
MIDDLE BANNER FRONT AND SECTION PAGES ONLY	728 X 92	\$150	\$135	\$120	\$105	\$250	\$225	\$200	\$175
BOTTOM BANNER FRONT AND SECTION PAGES ONLY	728 X 92	\$150	\$135	\$120	\$105	\$260	\$234	\$208	\$182
BOTTOM LEADERBOARD RUN OF SITE	1100 X 93	\$370	\$333	\$296	\$259	\$745	\$671	\$596	\$522
PAGE CURL RUN OF SITE	75 X 75 AND 500 X 500	\$460	\$414	\$368	\$322	N/A	N/A	N/A	N/A
E-MAIL NEWS UPDATE TOP POSITION EMAIL 2 TO 3 TIMES PER WEEK WITH NEWS UPDATES	468 X 150	\$350	\$315	\$280	\$245	N/A	N/A	N/A	N/A
E-MAIL NEWS UPDATE MIDDLE POSITION EMAIL 2 TO 3 TIMES PER WEEK WITH NEWS UPDATES	468 X 150	\$315	\$284	\$252	\$221	N/A	N/A	N/A	N/A
NATIVE & SPONSORED CONTENT	N/A	\$200	\$180	\$160	\$140	N/A	N/A	N/A	N/A

ADS NOT ON FRONT PAGE

SPORTS

Headline

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IN-STORY

300 x 250

IN STORY ONLY

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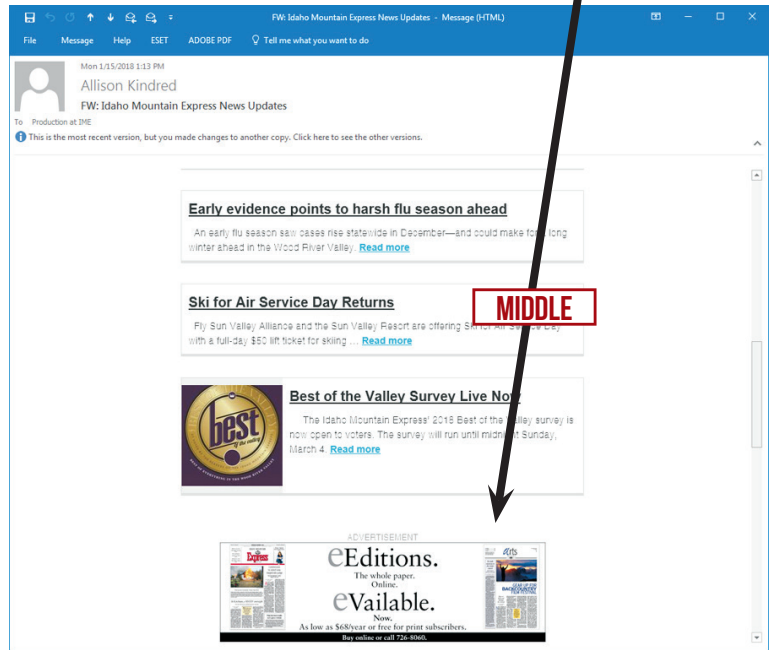
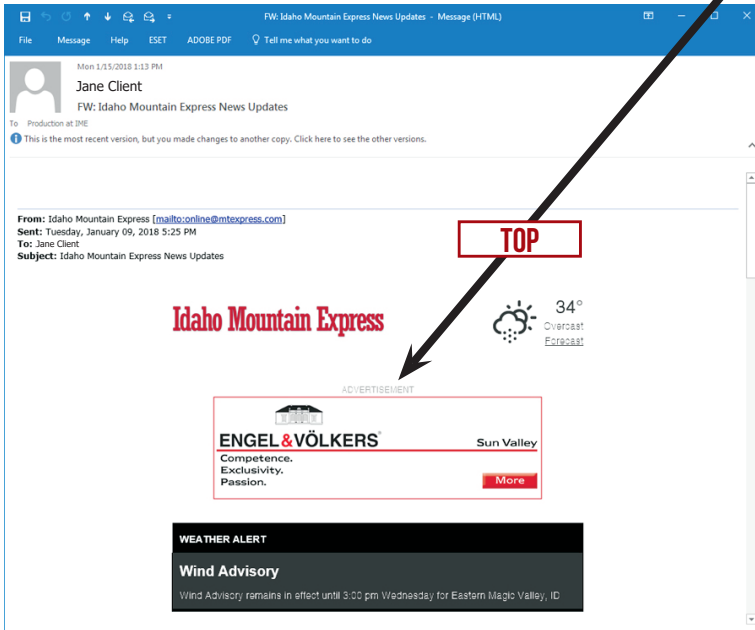
In the body of the message that is usually sent out on Mondays, Tuesdays and Thursdays.

Two positions available

EMAIL NEWS UPDATE

468 x 150

MAIL 2 TO 3 TIMES PER WEEK WITH NEWS UPDATES



Be with the Best. Advertise with the Express!

Call your ad representative 208-726-8060

NATIVE & SPONSORED-CONTENT ON MTEXPRESS.COM

Tell your story or your products' story on the
Idaho Mountain Express Website.
The #1 most read website in the valley.

How the ads appear on the front page:

The screenshot shows the website layout with two main sections highlighted by red boxes and arrows:

- FROM OUR ADVERTISERS:** This section contains two advertorials. The first is for TIME TEC, titled "NAMI To Host Events For Mental Health Awareness Month". The second is for Michael Anthony Productions, titled "Fat Tire Bikes are the Only Way to Go". A red box labeled "NATIVE ADVERTISING" has an arrow pointing to these two items.
- SPONSORED CONTENT:** This section features a "Skiing Column" by a Famous Ski Writer. A red box labeled "SPONSORED CONTENT" has an arrow pointing to this item.

NATIVE ADVERTISING

This is a text ad otherwise known as an advertorial. The ad promotes specific products, services, brands or events offered by a business.

SPONSORED CONTENT

Sponsored content educates purchasers on what to look for in products or services, or to promote certain activities. It is NOT an ad for a specific product or service. Sponsored content runs in line with other content. It must be constructed to educate or entertain readers, not to sell a specific product brand. The content may not mention the sponsor business by name, but the sponsoring business may be listed as such.

OBITUARIES

Billy Klien Cooley
Apr 18, 2018
Billy Klien Cooley, beloved brother, grandfather

Sara Nelson

FEATURED CALENDAR EVENTS ON MTEXPRESS.COM

Highlight your upcoming calendar event on the front page of the Idaho Mountain Express Website. The #1 most read website in the valley.

COST IS \$25 FOR 7 DAYS

Participant must pay online

How the event(s) will appear on the front page:

The screenshot shows a portion of the Idaho Mountain Express website. On the left, there are several news articles, including one about recruitment efforts in Blaine County and another about a Portland developer proposing a 20-unit housing project. A 'VOTE Kyle Kunz' banner is also visible. The main content area features a 'FEATURED EVENTS' section with a red header. Below this header, there are two event listings: 'Whitewater Kayak Presentation' and 'Cars and Coffee'. The 'Whitewater Kayak Presentation' event is highlighted with a blue background and includes details such as the date (Wednesday, May 16th, 2018), time (6:30 pm - 8:30 pm), location (Community School Theatre), and a suggested donation of \$5 for students and \$10 for adults. A red callout box with a white background and a black border points to the 'Whitewater Kayak Presentation' event listing, containing the text: 'This is a quick link to the detailed calendar entry.' To the right of the featured events, there is a 'FEATURED EVENTS' section with a 'List Your Event' link, and below that, an 'EVENTS CALENDAR' for May 2018.

FEATURED EVENTS

This is a quick link to the detailed calendar entry.