

# MARKETING SOLUTIONS FOR SOUTHERN WYOMING

2018 Media Guide



Wyoming Tribune Eagle  
Hometown Shopper Extra

Laramie Boomerang  
Marketplace

Rawlins Daily-Times

Rock Springs Rocket-Miner

Wyoming Business Report

Pixel Ink

Events

More **Local** | More **Reach** | More **Results**



NEWSPAPER | WEB | MOBILE | DIGITAL EDITIONS | E-NEWSLETTERS | MAGAZINES | CLASSIFIEDS | PREPRINTS | EVENTS | AND MORE

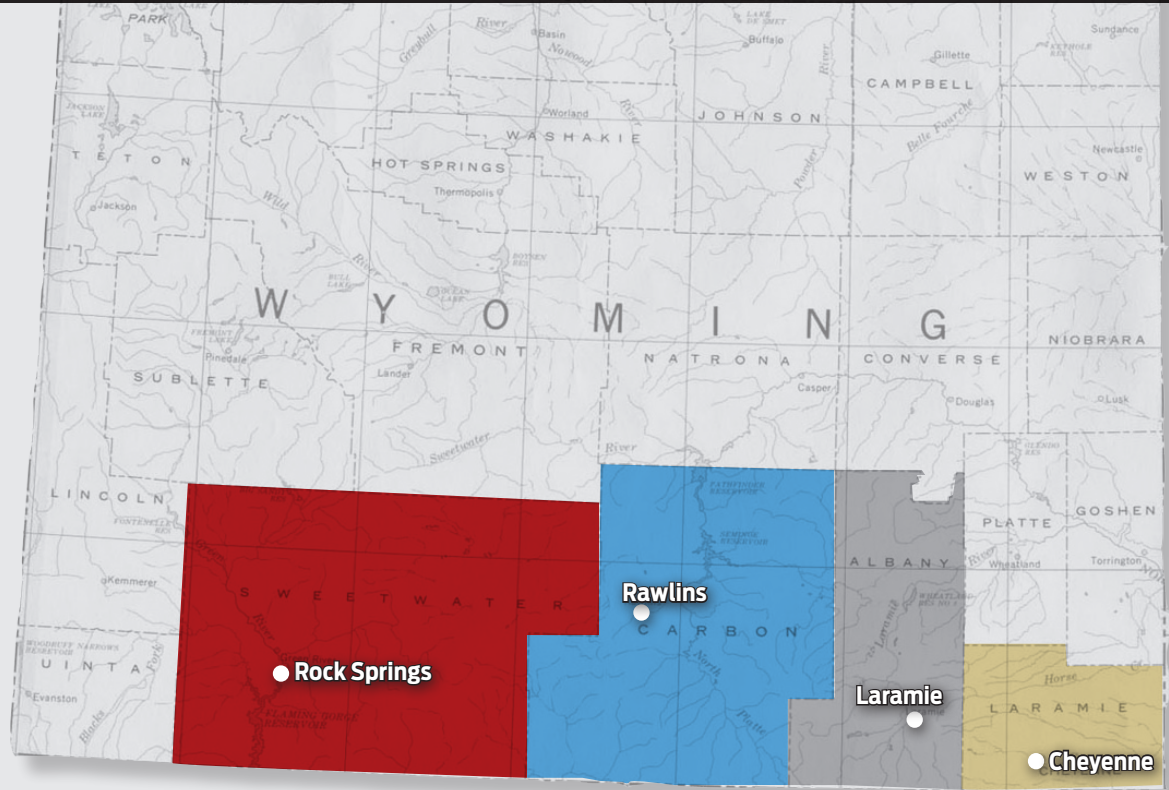


APG Media of the Rockies provides news coverage to the communities along the I-80 corridor in Southern Wyoming with the Wyoming Tribune Eagle (serving Laramie County and the city of Cheyenne), Laramie Boomerang (serving Albany County and the city of Laramie), Rawlins Daily-Times (serving Carbon County and the cities of Rawlins and Saratoga) and the Rock Springs Rocket-Miner (serving Sweetwater County and the cities of Rock Springs and Green River).

APG Media of the Rockies also offers daily news coverage on [wyomingnews.com](http://wyomingnews.com), [wyosports.net](http://wyosports.net), [laramieboomerang.com](http://laramieboomerang.com), [rawlinstimes.com](http://rawlinstimes.com), and [rocketminer.com](http://rocketminer.com) with a full array of digital marketing options including leaderboards, side tiles and skyscraper ad layouts. For a more comprehensive overview of our digital services and marketing technologies, visit [www.pixelink.com](http://www.pixelink.com).

APG Media of the Rockies provides leadership within the communities our newspapers serve, recognizing that strong communities deserve strong vibrant newspapers. We are the primary source of local information in all of our coverage areas for government news, civic affairs, social events, business, sports and leisure activities. We are a proud supporter of local businesses, and strive to make a positive economic impact by assisting our advertising customers with their marketing needs by promoting their goods and services to our faithful readers.

For more information about Adams Publishing Group, visit [www.adamspg.com](http://www.adamspg.com).



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Publications	DOMINANCE			IDENTITY			IMPRESSION			BRANDING		NON-MODULAR
	Full Page	3/4 Page	2/3 Page	1/2 Page	3/8 Page	1/3 Page	1/4 Page	1/5 Page	1/8 Page	1/10 Page	1/12 Page	
	120"	90"	80"	60"	48"	40"	30"	24"	15"	12"	10"	
<b>CHEYENNE</b>												
Wyoming Tribune Eagle	\$1,407	\$1,119	\$1,050	\$830	\$698	\$602	\$468	\$387	\$247	\$202	\$172	\$17.50*
Eagle Extra	\$402	\$320	\$300	\$237	\$200	\$172	\$134	\$111	\$71	\$58	\$49	\$5.00*
Combination	\$1,540	\$1,224	\$1,150	\$908	\$763	\$629	\$512	\$423	\$271	\$221	\$188	\$19.15*
<b>LARAMIE</b>												
Boomerang	\$1,227	\$975	\$915	\$723	\$608	\$525	\$408	\$337	\$216	\$176	\$150	\$15.25*
Marketplace	\$402	\$320	\$300	\$237	\$200	\$172	\$134	\$111	\$71	\$58	\$49	\$5.00*
Combination	\$1,383	\$1,100	\$1,032	\$816	\$686	\$592	\$460	\$380	\$243	\$199	\$169	\$17.20*
<b>RAWLINS</b>												
Daily Times	\$664	\$528	\$495	\$392	\$329	\$284	\$221	\$183	\$117	\$96	\$81	\$8.25*
Shopper TBD	\$402	\$320	\$300	\$237	\$200	\$172	\$134	\$111	\$71	\$58	\$49	\$5.00*
Combination	\$905	\$719	\$675	\$534	\$449	\$387	\$301	\$249	\$159	\$130	\$111	\$11.25*
<b>ROCK SPRINGS</b>												
Rocket-Miner	\$1,005	\$799	\$750	\$593	\$498	\$430	\$334	\$276	\$177	\$144	\$123	\$12.50*
Shopper TBD	\$402	\$320	\$300	\$237	\$200	\$172	\$134	\$111	\$71	\$58	\$49	\$5.00*
Combination	\$1,198	\$953	\$894	\$707	\$594	\$513	\$398	\$329	\$211	\$172	\$147	\$14.90*

## DISCOUNTS

### Advertisement Size Discounts

Larger ads earn **BIGGER** discounts

64% Greater Response on a Full Page Ad vs Half Page

Quarter Page 11%

Half Pg 21%

Full Pg 33%

*\*rates are per publication and already discounted*

### Full Color

82% Greater Response vs B&W Ads

30 inches or Less \$75

31 inches - 59 inches \$120

60 inches - 120 inches \$200

*\*rates are per publication*

### Multi-Market Buy Discounts

Extend your marketing REACH and SAVE

2 Markets 10%

3 Markets 12%

4 Markets 15%

### Monthly Volume Buy Discounts

Increase your FREQUENCY and SAVE

120 inches or more 5%

240 inches or more 10%

480 inches or more 15%

### Monthly Digital Buy Discounts

Broaden to a DIGITAL AUDIENCE and SAVE

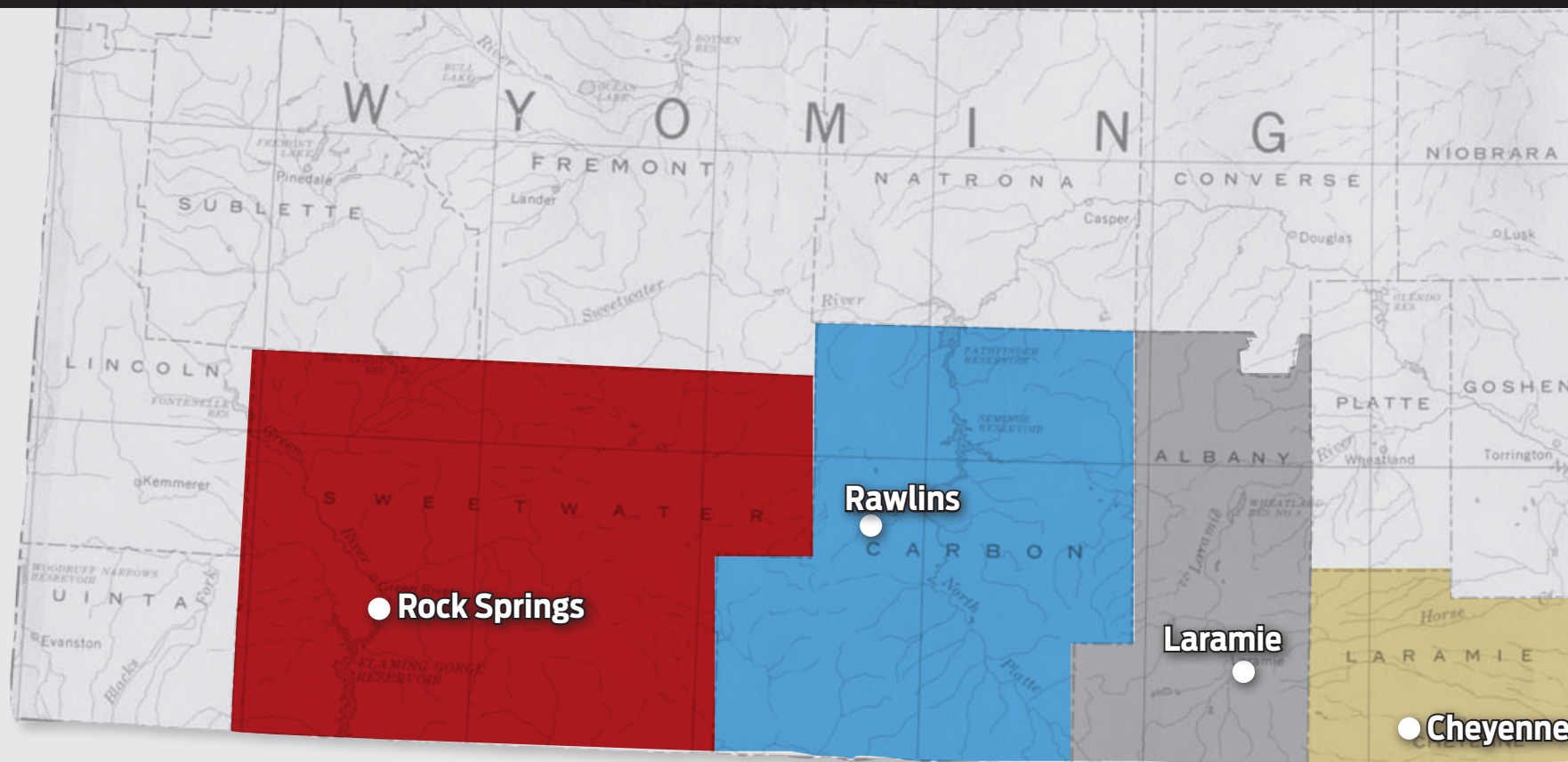
\$250 or more per month 3%

\$500 or more per month 5%

\$1,000 or more per month 10%

*\*Discounts off print buy only, not digital buy.*

\*Non-Modular advertisements can be placed using the open inch rate. A flat fee must be added to the total non-modular price for inclusion on our local websites. For advertisements 1"-15" add \$5, 16"-59" add \$10, and 60" or larger add \$20.



**CHEYENNE: Wyoming Tribune Eagle & Hometown Shopper Extra**

**Cheyenne** is in Laramie County which is in the southeastern corner of Wyoming. As of the 2010 census, the county population was 91,738 making it the most populous county in Wyoming. The county seat is Cheyenne, which is also the state capital.

**Cities:** Cheyenne, Pine Bluffs, Burns, Carpenter, Albin, Hillsdale

**Zip codes:** 82001, 82002, 82003, 82005, 82006, 82007, 82008, 82009, 82010, 82050, 82053, 82054, 82059, 82060, 82061, 82081, 82082

**LARAMIE: Boomerang & Marketplace**

**Laramie** is in Albany County which is located along I-80 in Wyoming. As of the 2010 census, the county population was 36,299. Laramie, is the county seat and have the states only 4 year college, the University of Wyoming.

**Cities:** Laramie, Rock River, Buford, Fox Park, Centennial, Tie Siding, Jelm-Woods Landing

**Zip Codes:** 82051, 82052, 82055, 82058, 82063, 82070, 82071, 82072, 82073, 82083, 82084, 82201, 82329

**RAWLINS: Daily Times**

**Rawlins** is in Carbon County located along I-80 in Southern Wyoming. As of the 2010 census, the county population was 15,885. The county seat is Rawlins.

**Towns:** Rawlins, Saratoga, Grand Encampment, Medicine Bow, Baggs, Elk Mountain, Sinclair, Hanna, Riverside, Dixon

**Zip codes:** 82301, 82321, 82323, 82324, 82325, 82327, 82329, 82331, 82332, 82334, 82335, 82615

**ROCK SPRINGS: Rocket-Miner**

**Rock Springs** is in Sweetwater County which is along the I-80 corridor toward the eastern side of Wyoming. As of the 2010 census, the county population was 43,806. Its county seat is Green River. In area, it is the largest county in the state.

**Towns:** Rock Springs, Green River, Wamsutter, Bairoil, Superior, Granger, Table Rock

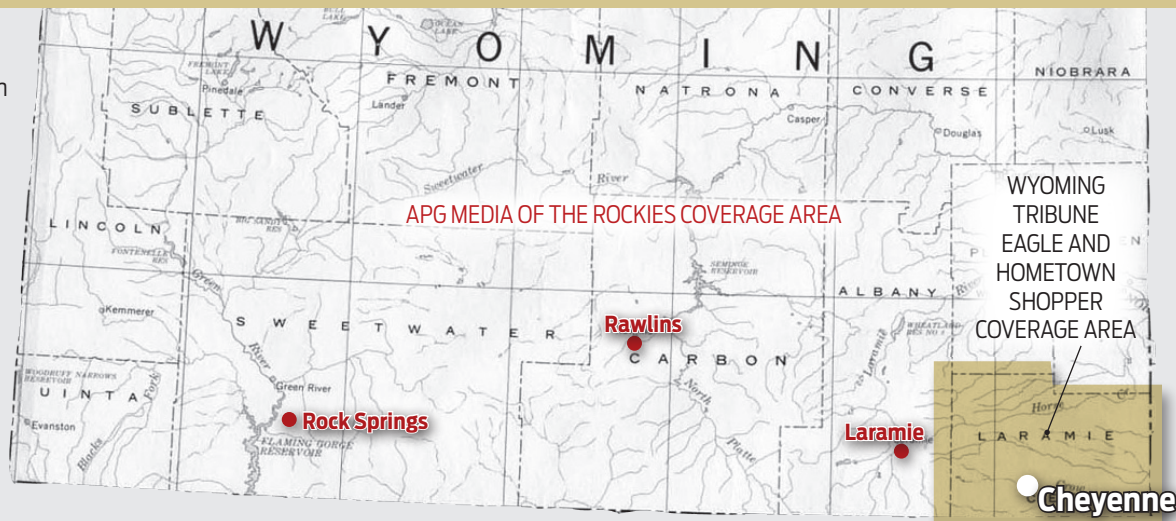
**Zip codes:** 82322, 82336, 82901, 82902, 82929, 82932, 82934, 82935, 82938, 82942, 82943, 82945



702 W. Lincolnway | Cheyenne, WY 82001 | Phone: 307.634.3361 | Website: www.wyomingnews.com

## CONTACTS

- > **Jeff Robertson**, Group Publisher | 307.755.3330 | publisher@laramieboomerang.com
- > **Wendy Lopez**, Advertising Director | 307.633.3156 | wlopez@wyomingnews.com
- > **Ross Ulrich**, Regional Sales Director | 307.633.3173 | rulrich@wyomingnews.com
- > **Aubrie Eres**, Regional Digital Director | 307.256.9054 | aeres@wyomingnews.com
- > **Brian Martin**, Managing Editor | 307.633.3118 | bmartin@wyomingnews.com



With a circulation of over 13,000 daily, the Wyoming Tribune Eagle is Wyoming's second-largest daily newspaper and its largest newspaper. Founded in 1872 and headquartered in Cheyenne, our paper is distributed throughout Southeast Wyoming and into western Nebraska, with the majority of our circulation within Laramie County.

## LOGISTICS

### Total Audience

- > Wyoming Tribune Eagle averages 31,900 readers per issue
- > Hometown Shopper Extra delivers weekly to 8,500 plus homes
- > www.wyomingnews.com averages thousands of impressions every month

### Print Frequency

- > Wyoming Tribune Eagle is a 7 day a week daily
- > Hometown Shopper Extra is delivered or mailed out on Wednesdays

### Advertising Deadlines

- > Wyoming Tribune Eagle advertising deadline is noon, 2 business days prior to publication
- > Hometown Shopper Extra Advertising deadline is Friday 3pm, the week prior to publication

### Digital

- > Website, Mobile, App, E-edition, E-newsletter, Programmatic Marketing etc, delivers thousands of page views per month

## Cities and Zip codes

**Cities:** Cheyenne, Pine Bluffs, Burns, Carpenter, Albin, Hillsdale

**Zip codes:** 82001, 82002, 82005, 82006, 82007, 82008, 82009, 82010, 82050, 82053, 82054, 82059, 82060, 82061, 82081, 82082

## PUBLICATION RATES

For Reach, Volume, Color and Digital Discounts, See Page 3

	DOMINANCE			IDENTITY			IMPRESSION			BRANDING		NON-MODULAR
Full Page	3/4 Page	2/3 Page	1/2 Page	3/8 Page	1/3 Page	1/4 Page	1/5 Page	1/8 Page	1/10 Page	1/12 Page		
120"	90"	80"	60"	48"	40"	30"	24"	15"	12"	10"		

## CHEYENNE

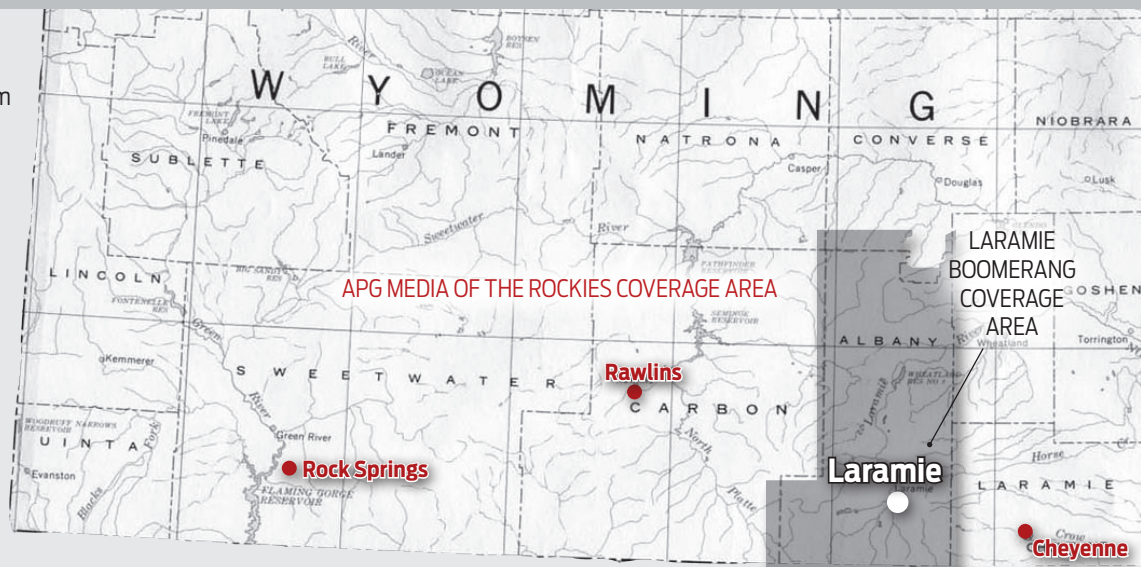
Wyoming Tribune Eagle	\$1,407	\$1,119	\$1,050	\$830	\$698	\$302	\$468	\$387	\$247	\$202	\$172	\$17.50*
Hometown Shopper Extra	\$402	\$320	\$300	\$237	\$200	\$172	\$134	\$111	\$71	\$58	\$49	\$5.00*
Combination	\$1,540	\$1,224	\$1,150	\$908	\$763	\$659	\$512	\$423	\$271	\$221	\$188	\$19.15*

\*Non-Modular advertisements can be placed using the open inch rate. A flat fee must be added to the total non-modular price for inclusion on wyomingnews.com. For advertisements 1"-15" add \$5, 16"-59" add \$10, and 60" or larger add \$20.

320 Grand Avenue | Laramie, WY 82070 | Phone: 307.742.2176 | Website: [www.laramieboomerang.com](http://www.laramieboomerang.com)

## CONTACTS

- > **Jeff Robertson**, Group Publishers | 307.755.3330 | [publisher@laramieboomerang.com](mailto:publisher@laramieboomerang.com)
- > **Sara Haugan**, Advertising Director | 307.755.3313 | [sarah@laramieboomerang.com](mailto:sarah@laramieboomerang.com)
- > **Ross Ulrich**, Regional Sales Director | 307.633.3173 | [rulrich@wyomingnews.com](mailto:rulrich@wyomingnews.com)
- > **Aubrie Eres**, Regional Digital Director | 307.256.9054 | [aeres@wyomingnews.com](mailto:aeres@wyomingnews.com)
- > **Peter Baumann**, Managing Editor | 307.755.3328 | [peterb@laramieboomerang.com](mailto:peterb@laramieboomerang.com)



Headquartered in Laramie, the Boomerang is distributed throughout southeast Wyoming, and into northern Colorado, with the majority of our circulation within Albany County. With a circulation of 4,400 the Laramie Boomerang is striving more than ever to better our community, staying involved in community events and activities. Laramie is located along I-80 and Hwy 287 in Southern Wyoming.

## LOGISTICS

### Total Audience

- > Laramie Boomerang averages 11,000 readers per issue
- > Marketplace delivers weekly to 9,000 plus homes
- > [www.laramieboomerang.com](http://www.laramieboomerang.com) averages thousands of impressions every month

### Print Frequency

- > Laramie Boomerang is a 6 day a week publication (No publication on Monday)
- > Marketplace is delivered on Wednesdays

### Advertising Deadlines

- > Laramie Boomerang advertising deadline is noon, 2 business days prior to publication
- > Marketplace advertising deadline is Wednesday COB, the week prior to publication

### Digital

- > Website, Mobile, App, E-edition, E-newsletter, Programmatic Marketing etc, delivers thousands of page views per month.

## Cities and Zip codes

**Cities:** Laramie, Rock River, Buford, Fox Park, Centennial, Tie Siding, Jelm-Woods Landing

**Zip codes:** 82051, 82052, 82055, 82058, 82063, 82070, 82071, 82072, 82073, 82083, 82084, 82201, 82329



## PUBLICATION RATES

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	120"	90"	80"	60"	48"	40"	30"	24"	15"	12"	10"	

## LARAMIE

Boomerang	\$1,227	\$975	\$915	\$723	\$608	\$525	\$408	\$337	\$216	\$176	\$150	\$15.25*
Marketplace	\$402	\$320	\$300	\$237	\$200	\$172	\$134	\$111	\$71	\$58	\$49	\$5.00*
Combination	\$1,383	\$1,100	\$1,032	\$816	\$686	\$592	\$460	\$380	\$243	\$199	\$169	\$17.20*

\*Non-Modular advertisements can be placed using the open inch rate. A flat fee must be added to the total non-modular price for inclusion on [laramieboomerang.com](http://laramieboomerang.com) For advertisements 1"-15" add \$5, 16"-59" add \$10, and 60" or larger add \$20.

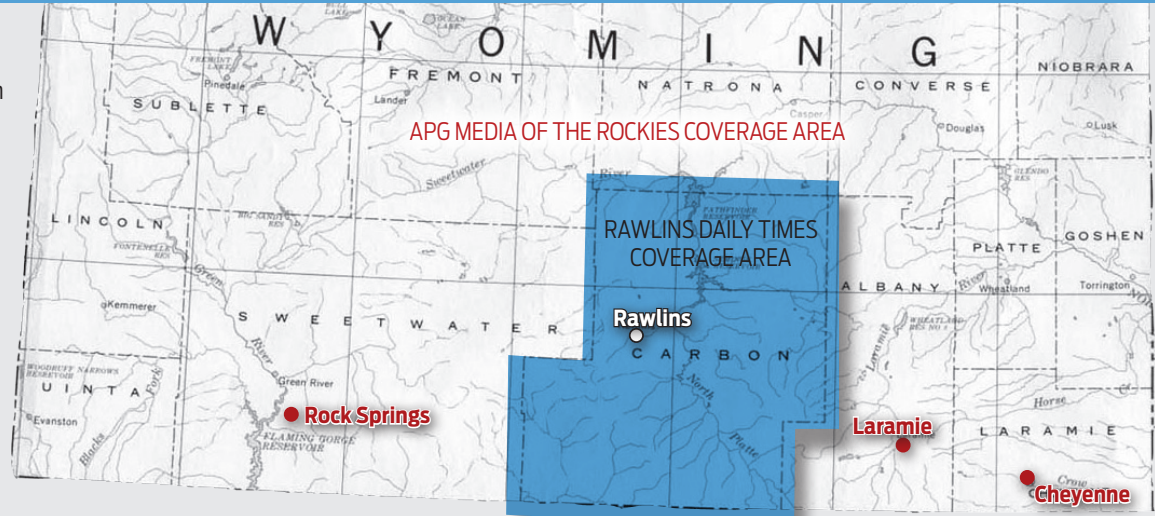


## CONTACTS

- > **Jeff Robertson**, Group Publisher | 307.755.3330 | publisher@laramieboomerang.com
- > **Kellie Nicholson**, GM/Ad Director | 307.324.3411 | knicholson@rawlinstimes.com
- > **Ross Ulrich**, Regional Sales Director | 307.633.3173 | rulrich@wyomingnews.com
- > **Aubrie Eres**, Regional Digital Director | 307.256.9054 | aeres@wyomingnews.com



With a circulation of 2,200 the DailyTimes got its start in December 1889 as the Rawlins Republican. Today it serves the cities of Rawlins and Saratoga as well as most of Carbon County. The goal of the DailyTimes today is the same as its first day in 1946 when its name was changed. "Be one of the most creditable small city daily newspapers to be found anywhere." The DailyTimes serves a trade market up and down the I-80 corridor within Carbon County.



## LOGISTICS

### Total Audience

- > Rawlins DailyTimes averages 4,800 readers per issue
- > www.rawlinstimes.com averages thousands of impressions every month

### Print Frequency

- > Rawlins DailyTimes is a 5 day a week daily (No publication on Sundays or Mondays)

### Advertising Deadlines

- > Rawlins DailyTimes advertising deadline is noon, 2 business days prior to publication

### Digital

- > Website, Mobile, App, E-edition, E-newsletter, Programmatic Marketing etc delivers thousands of page views per month.

## Cities and Zip Codes

**Cities:** Rawlins, Saratoga, Encampment, Medicine Bow, Baggs, Elk Mountain, Sinclair, Hanna, Riverside, Dixon

**Zip codes:** 82301, 82321, 82323, 82324, 82325, 82327, 82329, 82331, 82332, 82334, 82335, 82615

## PUBLICATION RATES

For Reach, Volume and Color Digital Discounts, See Page 3

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RAWLINS	120"	90"	80"	60"	48"	40"	30"	24"	15"	12"	10"	
Daily Times	\$664	\$528	\$495	\$392	\$329	\$284	\$221	\$183	\$117	\$96	\$81	\$8.25*
Shopper TBD	\$402	\$320	\$300	\$237	\$200	\$172	\$134	\$111	\$71	\$58	\$49	\$5.00*
Combination	\$905	\$719	\$675	\$534	\$449	\$387	\$301	\$249	\$159	\$130	\$111	\$11.25*

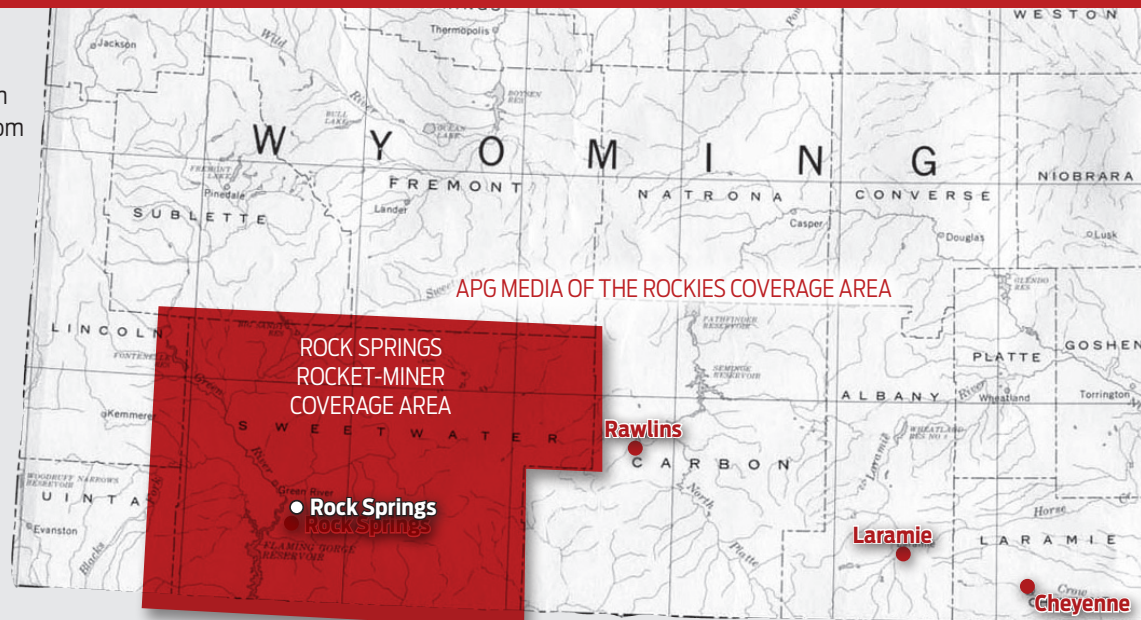
\*Non-Modular advertisements can be placed using the open inch rate. A flat fee must be added to the total non-modular price for inclusion on www.rawlinsdailytimes.com. For advertisements 1"-15" add \$5, 16"-59" add \$10, and 60" or larger add \$20.

## CONTACTS

- > **Jeff Robertson**, Group Publisher | 307.755.3330 | publisher@laramieboomerang.com
- > **Jade Stevenson**, Advertising Director | 307.362.3736 ext. 143 | jades@rocketminer.com
- > **Ross Ulrich**, Regional Sales Director | 307.633.3173 | rulrich@wyomingnews.com
- > **Aubrie Eres**, Regional Digital Director | 307.256.9054 | aeres@wyomingnews.com



With a circulation of 5,300 the Rocket-Miner is the main source of news and community information for Sweetwater County and southwestern Wyoming including the cities of Rock Springs and Green River. The Rocket-Miner, like all of our Wyoming newspapers, is committed to high-quality journalism and being a community partner with the local business community. The Rocket-Miner reaches 10,600 readers each publication day and serves a trade market that includes all of Sweetwater county, which is located along the I-80 corridor.



## LOGISTICS

### Total Audience

- > Rock Springs Rocket-Miner averages 10,600 readers per issue
- > www.rocketminer.com averages thousands of impressions every month

### Print Frequency

- > Rock Springs Rocket-Miner is a 6 day a week daily (No publication on Mondays)

### Advertising Deadlines

- > Rock Springs Rocket-Miner advertising deadline is noon, 2 business days prior to publication

### Digital

- > Website, Mobile, App, E-edition, E-newsletter, Programmatic Marketing etc delivers thousands of page views per month

## Cities and Zip Codes

**Cities:** Rock Springs, Green River, Wamsutter, Bairoil, Superior, Granger, Table Rock

**Zip codes:** 82322, 82336, 82901, 82902, 82929, 82932, 82934, 82935, 82938, 82942, 82943, 82945

## PUBLICATION RATES

For Reach, Volume, Color and Digital Discounts, See Page 3

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	Full Page	3/4 Page	2/3 Page	1/2 Page	3/8 Page	1/3 Page	1/4 Page	1/5 Page	1/8 Page	1/10 Page	1/12 Page	
	120"	90"	80"	60"	48"	40"	30"	24"	15"	12"	10"	

## ROCKET-MINER

Rocket-Miner	\$1005	\$799	\$750	\$593	\$498	\$430	\$334	\$276	\$177	\$144	\$123	\$12.50*
Shopper TBD	\$402	\$320	\$300	\$237	\$200	\$172	\$134	\$111	\$71	\$58	\$49	\$5.00*
Combination	\$1,198	\$953	\$894	\$707	\$594	\$513	\$395	\$329	\$211	\$172	\$147	\$14.90*

\*Non-Modular advertisements can be placed using the open inch rate. A flat fee must be added to the total non-modular price for inclusion on rocketminer.com. For advertisements 1"-10" add \$5, 11"-30" add \$10, and 31" or larger add \$20.

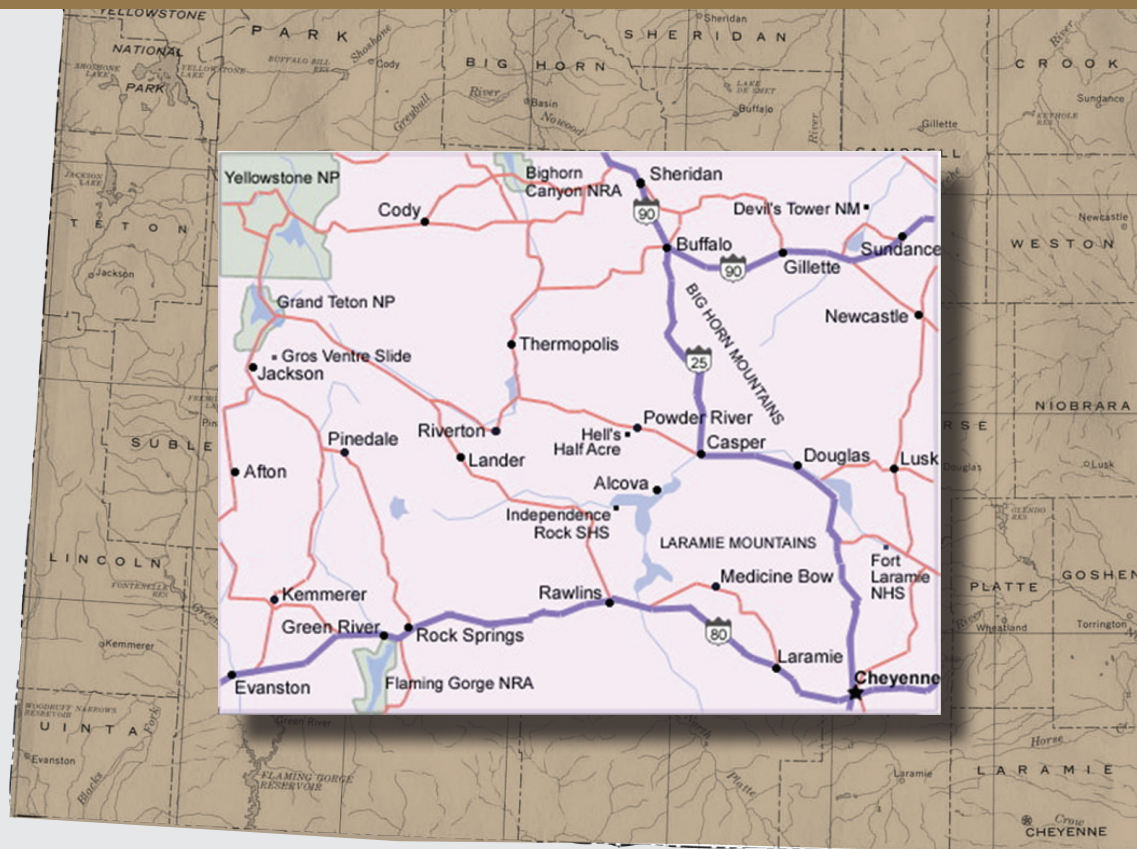


## CONTACTS

- > **Jeff Robertson**, Publisher | 307.633.3330 | publisher@laramieboomerang.com
- > **MJ Clark**, Editor | mclark@wyomingbusinessreport.com
- > **Wendy Lopez**, Director of Advertising | 307.633.3156 | wlopez@wyomingnews.com

Wyoming Business Report, B-to-B marketers get the Power of Three: Print, Online, and Events. The Wyoming Business Report delivers breaking business news, in-depth analysis, economic statistics and data. Credible coverage of key industries is supplemented by special publications, including the Book of Lists. Position your marketing message directly in readers' inboxes with our many newsletters, mobile-optimized sites or prominently on our website. Our online offerings expand the audiences that are reached by our print publications. From our daily e-mails of breaking business news to in-depth reporting on Wyoming business, readers look to our online

products for the latest in business news. Nothing beats a face-to-face meeting with a business prospect, and the Wyoming Business Report's many industry-focused events provide sponsors with ample opportunities to meet new prospects or to build on existing relationships. Thousands of business leaders attend our events, providing maximum impact for our sponsors. Effective business-to-business marketing campaigns take advantage of print, online and in-person opportunities. The power of our business newspaper is rooted in our solid readership and demographics.



## LOGISTICS

**Targeted marketing:** The key to a successful campaign, and the Wyoming Business Report delivers.

**Circulation:** 5,000

**Frequency:** Monthly

**Geographic Area:** State of Wyoming, including: Casper, Cheyenne, Jackson, Sheridan, Gillette, Laramie and other communities throughout Wyoming

**Market Population:** 600,000

SIZE	12X	8X	4X	1X
Double	\$3024	\$3528	\$4032	\$5040
Full Page	\$1716	\$2005	\$2294	\$2866
3/4 Page	\$1575	\$1837	\$2105	\$2630
Island	\$1422	\$1659	\$1895	\$2373
1/2 Page	\$960	\$1118	\$1281	\$1601
3/8 Page	\$729	\$845	\$971	\$1212
1/4 Page	\$598	\$698	\$798	\$997
1/8 Page	\$330	\$383	\$441	\$551

SPACE SIZE	WIDTH (INCHES)	HEIGHT
Double Truck	20	12.75
Full	9.5	12.75
3/4 Square	9.5	10
3/4 Vertical	7	12.75
1/2 Vertical	4.625	12.75
1/2 Horizontal	9.5	6.7
Island	7	10
3/8 Vertical	4.625	10
3/8 Horizontal	7	6.7
1/4 Square	4.625	6.7
1/4 Vertical	2.25	12.75
1/4 Banner	9.5	3.25
1/8 Vertical	2.25	6.7
1/8 Horizontal	4.625	3.25
List Banner	9.5	1.5

## TECHNICAL QUESTIONS

- > **Contact Aubrie Eres** | Regional Digital Director | 307.256.9054  
aeres@wyomingnews.com
- > **Josh Mann** | Digital Specialist | 307.742.2176 | jmann@pixelinkgroup.com
- > **To advertise:** Contact your local APG of the Rockies advertising specialist

APG Media of the Rockies Digital offers excellent opportunities for advertising on our sites. With millions of ad impressions and over a million pageviews per month, we have the means to reach your customers through websites, tablets, mobile, apps, e-editions, e-newsletters or native advertising.

However, our services encompass much more than that. We have platforms capable of targeting far outside of our **Southern Wyoming** footprint. Talk to your local APG of the Rockies advertising representative about programmatic advertising, email marketing and native advertising.

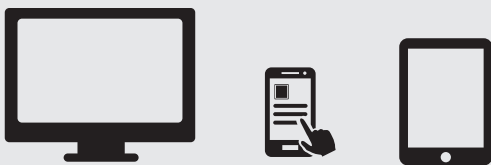
Need a new website or an updated mobile-friendly website? We have options for building a modern and responsive website for you. Ask your APG of the Rockies advertising representative for details.

## WHAT WE PROVIDE

- Banner advertising:** Digital display ads placed on one or all of our APG of the Rockies desktop or mobile news sites.
- E-edition advertising:** Digital display ads placed on one or all of our APG of the Rockies online newspapers delivered in electronic form and formatted identically to the print version.
- E-newsletter advertising:** Digital display ads displayed in our e-newsletters.
- Programmatic advertising:** Digital display ads placed in front of the customers you want. Target anywhere and anyone on the web.
- Email marketing:** Target customers anywhere through email right to their inbox with CAN-SPAM compliant campaigns.
- Native Advertising:** Bring in customers from within an informative article format.
- Website design:** Let us create a responsive mobile-friendly website for your business.



**ALL SITES ARE 100% RESPONSIVE**



Responsive design provides optimal viewing and an interaction experiences across a range of devices such as computers, mobile phones and tablets.

**PIXELINK**  
CREATIVE GROUP  
digital solutions | marketing | design



## DOMINANCE

Dominance ads are designed for maximum visibility. Announce unique events, reinforce marketplace status, or drive maximum response in a short time.

## IDENTITY

Identity ads are designed to balance ample message space and page dominance in a package that allows for greater frequency. Ideal for announcing events, branding, defining your market niche, and maintaining a sustained customer response through frequency of messaging.

## IMPRESSION

Impression ad units are designed for advertisers seeking to optimize reach and frequency. These units are suggested for image branding, small business announcements, health care and other low-cost, consistent response messaging.

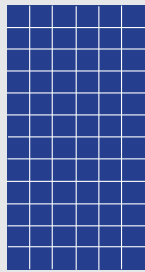
## BRANDING

Branding ad units are designed for advertisers seeking to maximize long-term awareness and reach. Ideal for top-of-mind awareness and branding efforts or single message call to action advertisements.

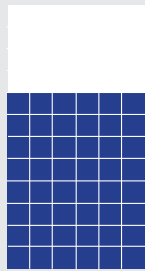
## COLUMN WIDTHS

Columns	Inches
6	10.955
5	9.1
4	7.255
3	5.41
2	3.565
1	1.72

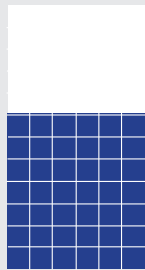
## DOMINANCE



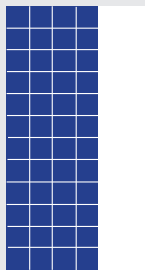
**Full Page**  
6 col. x 20 inches



**3/4 Page**  
6 col. x 15 inches

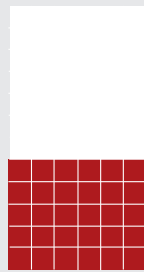


**2/3 Square**  
6 col. x 14 inches

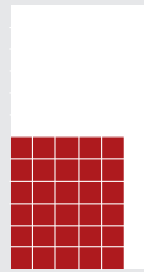


**2/3 Vertical**  
4 col. x 22 inches

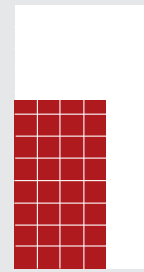
## IDENTITY



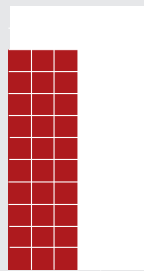
**1/2 Page**  
6 col. x 10 inches



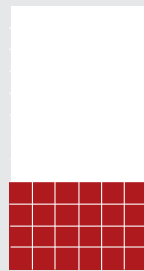
**1/2 Page**  
5 col. x 12 inches



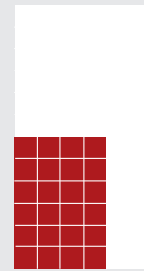
**1/2 Page**  
4 col. x 15 inches



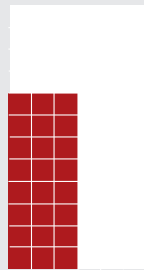
**1/2 Page**  
3 col. x 20 inches



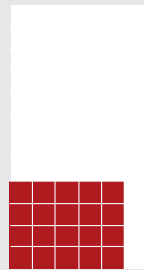
**3/8 Page**  
6 col. x 8 inches



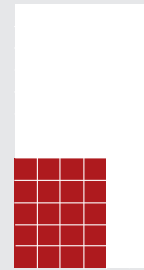
**3/8 Page**  
4 col. x 12 inches



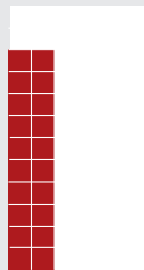
**3/8 Page**  
3 col. x 16 inches



**1/3 Page**  
5 col. x 8 inches

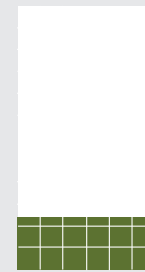


**1/3 Page**  
4 col. x 10 inches

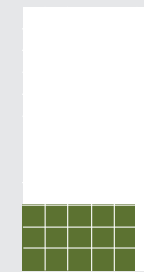


**1/3 Page**  
2 col. x 10 inches

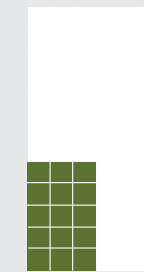
## IMPRESSION



**1/4 Page**  
6 col. x 5 inches



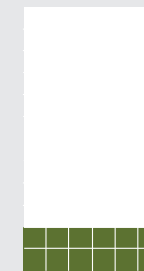
**1/4 Page**  
5 col. x 6 inches



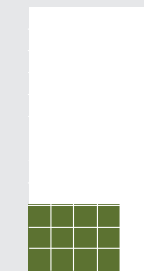
**1/4 Page**  
3 col. x 10 inches



**1/4 Page**  
2 col. x 15 inches



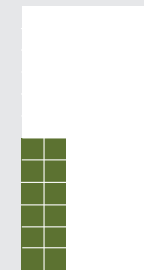
**1/5 Page**  
6 col. x 4 inches



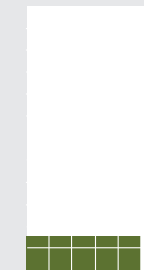
**1/5 Page**  
4 col. x 6 inches



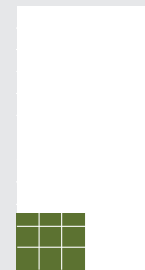
**1/5 Page**  
3 col. x 8 inches



**1/5 Page**  
2 col. x 12 inches



**1/8 Page**  
5 col. x 3 inches

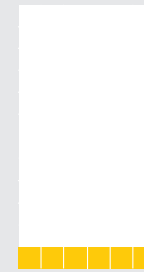


**1/8 Page**  
3 col. x 5 inches



**1/8 Page**  
2 col. x 7.5 inches

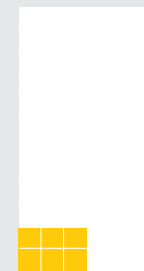
## BRANDING



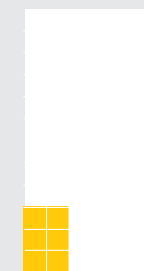
**1/10 Page**  
6 col. x 2 inches



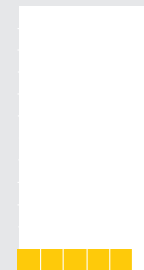
**1/10 Page**  
4 col. x 3 inches



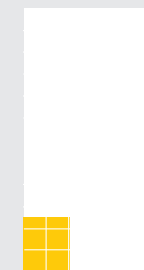
**1/10 Page**  
3 col. x 4 inches



**1/10 Page**  
2 col. x 6 inches



**1/12 Page**  
5 col. x 2 inches



**1/12 Page**  
2 col. x 5 inches

## ART, DESIGN AND PHOTOGRAPHY SERVICES

- > Ad design available with copy writing and 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 specialist for photos to be taken of people or merchandise to be used in ads

## 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 charged at a rate of \$80 per hour. This charge will also apply for excessive research projects.

## MARKETING AND DEMOGRAPHIC INFORMATION

- > Your APG Media of the Rockies advertising specialist can help with your media budget planning. Call for more information.

## PROOFS

- > Proofs of ads will 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 and an additional charge of \$80 per hour (1 hour minimum).

## POLICY

- > APG Media of the Rockies reserves the right to edit, alter or omit any advertisement
- > We assume 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.
- > The advertiser and/or advertising agency or agent assumes all liability for advertisements publisher (including illustrations, text, claims, etc) and agrees to assume any and all responsibility for claims occurring therefrom against APG Media of the Rockies.
- > Page size is 6 columns x 20" for retail & national display advertising, 9 columns x 20" for classified & classifieds national advertising. Ads over 18" will be billed at the full column depth of 20"
- > 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.
- > We reserve the right to revise advertising rates at any time.
- > 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.
- > 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.





# Insert Rates

LOCATION	PUBLISHES	CIRCULATION PAID/TMC	SINGLE SHEET	4 PG	8 PG	12 PG	16 PG	24 P
<b>CHEYENNE</b>  <small>MORE THAN A NEWSPAPER</small>  <small>For more in-depth news, pick up the Wyoming Tribune Eagle or go to WyomingTrib.com</small>	7 day a week daily	13,000	\$55.00	\$68.00	\$75.00	\$77.00	\$80.00	\$82.00
	Wednesday	9,000	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00
<b>LARAMIE</b>  <small>LARAMIE</small>	Tuesday thru Sunday	4,400	\$72.00	\$73.00	\$74.00	\$75.00	\$76.00	\$82.00
	Wednesday	7,250	\$71.00	\$72.00	\$73.00	\$74.00	\$75.00	\$81.00
<b>LARAMIE MARKETPLACE</b>	Wednesday	7,250	\$71.00	\$72.00	\$73.00	\$74.00	\$75.00	\$81.00
<b>RAWLINS</b> 	Tuesday thru Saturday	2,200	\$167.50	\$172.50	\$180.00	\$187.50	\$207.50	250.00
<b>ROCK SPRINGS</b> 	Tuesday thru Saturday	6,000	\$82.50	\$82.50	\$87.50	\$96.00	\$96.00	\$108.00
	Sunday	6,000	\$99.00	\$99.00	\$104.00	\$112.50	\$112.50	\$125.00
<b>WYOMING</b>  <small>WYOMING'S ONLY STATEWIDE BUSINESS JOURNAL</small>	Monthly	5,000	\$175.00	\$200.00	\$200.00	\$200.00	\$200.00	300.00

# APG

ADAMS PUBLISHING GROUP

Wyoming Tribune Eagle  
MORE THAN A NEWSPAPER  
**W** WYOMING  
NEWS.com

**PIXELINK**  
CREATIVE GROUP  
digital solutions | marketing | design

 **WYOMING  
BUSINESS REPORT**  
WYOMING'S ONLY STATEWIDE BUSINESS JOURNAL

 **WYOMING  
BUSINESS REPORT.com**  
WYOMING'S ONLY STATEWIDE BUSINESS JOURNAL

 **Rawlins Daily Times**  
 **RawlinsTimes.com**

LARAMIE  
**BOOMERANG**  
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Your news source since 1887  
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