Business Newspapers

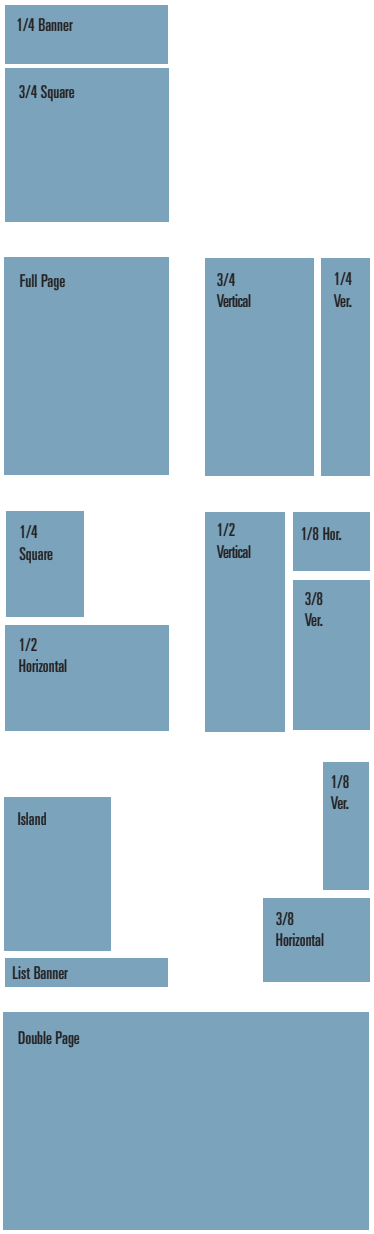
2011 WBR Rate Card

Wyoming Business Report

2011 Rates

Size	12x	8x	4x	1x
Double	$2,810	$3,316	$3,696	$4273
Full Page	$1,595	$1,875	$2,079	$2,387
3/4 Page	$1,397	$1,655	$1,914	$2,277
Island	$1,259	$1,479	$1,683	$1,974
1/2 Page	$808	$955	$1067	$1,331
3/8 Page	$665	$786	$869	$1,012
1/4 Page	$522	$616	$724	$830
1/8 Page	$275	$319	$363	$462
Freq. Disc	40%	30%	20%	open

Four-Color Charges
Full Page: $600, 1/2 Page: $400, 1/4 Page: $300



Inserts

$175 per 1,000. Frequency discounts available. Ask for quote.
20% charge for zoning by zip code, $500 minimum charge. Inserts must be a minimum size of 4" x 6", maximum size 8 1/2" X 11" after quarter folding and weigh one ounce or less. Heavier or larger inserts priced by weight. Ask your sales representative for a quote.

$15 CPM to mark out postal indicia.

Advertising Policies

1. Guaranteed position is available for an additional 10% fee, back cover additional 20%.
2. All rates are net.
3. Cash with copy unless credit is established.
4. Terms: 10 days net.
5. Charge of 1.5% per month on unpaid balance added to 30 days past due.
6. Publisher reserves right to revise rates at any time.
7. Ad deadlines are 3 weeks prior to publication date.
8. No typographical mistakes will be considered for adjustment of copy received after deadline.
9. Publisher reserves right to refuse any advertisement.
10. Publisher assumes no liability for omission of advertising.
11. No ad cancellations after 2 weeks prior to publication.

Advertising Production

1. Any ad not conforming to standard sizes listed will be billed at the open rate, which is $50 per column inch.
2. Production charges: Photography and graphic design by quote.
3. High-resolution PDFs produced in CMYK.

Send Camera Ready ads to: wyo.ads@gmail.com

Ad Sizes (inches)

	Width	x	Height
Double	19.5	x	14
Full	9.5	x	14
3/4 Square	9.5	x	10
3/4 Vertical	9.5	x	13.625
1/2 Vertical	4.65	x	13.625
1/2 Horizontal	9.5	x	6.7
Island	7	x	10
3/8 Vertical	4.65	x	10
3/8 Horizontal	7	x	6.7
1/4 Square	4.65	x	6.7
1/4 Vertical	2.25	x	13.625
1/4 Banner	9.5	x	3.25
1/8 Vertical	2.25	x	6.7
1/8 Horizontal	4.65	x	3.25
List Banner	9.5	x	1.5

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