

# ADVERTISING



# Rates & Policies

The complete guide to getting your ad in the Wood River Valley's newspaper.

Effective December 1, 2011

**Deadlines:**  
Monday 1 p.m.  
Wednesday 1 p.m.

**Published:**  
Every  
Wednesday & Friday

## I. About the newspaper:

The Idaho Mountain Express and Guide is published Wednesday and Friday mornings by Express Publishing, Inc. Founded in 1974, it is the largest twice-weekly newspaper in Idaho and serves all of Blaine County and the Wood River Valley. Express news coverage spans the state, Blaine County and Sun Valley, Ketchum, Hailey, Bellevue and Carey. It also features regular sections on the arts, community, business, sports and local life, along with special sections that range from activities for kids to skiing and fitness.

## II. Idaho's Award Winner

The Idaho Mountain Express and its staff have won more Idaho Press Club awards for excellence than any weekly newspaper in the state including the coveted statewide General Excellence Award, the Sweepstakes Award, 1st in the National Newspaper Association in 2010, and more additional awards than any other weekly – an unmatched performance.

## III. Readership:\*

**The Idaho Mountain Express is the #1 source** for local news, real estate, shopping, arts and entertainment information for residents and visitors to the Wood River Valley. The Idaho Mountain Express serves an estimated resident Blaine County population of nearly 22,000 and an average yearly visitor count of 226,500.

The newspaper reaches 84% of area residents. The newspaper surpasses other media for delivery of local news, information and advertising by very large margins.

**Readers are well-educated and upscale.** More than 55% have a college degree or more. An additional 20% have some college education. (Nationally, the percentage of college graduates in the population is 24%.) Local readers have average household incomes of \$70,310. Visitors report average household incomes of between \$88,000 (summer) and \$152,700 (winter).

**They span all age groups:** An impressive 30% of readers are in the important target market ages 18-39, 40% are ages 40 to 49, and 28% are ages 49 through 69, with 2% 70 and up.

## IV. Circulation:

The Express circulates the largest number of newspapers in the Wood River Valley.

<b>Wednesday</b>	
Low .....	12,500
Average.....	13,200
High .....	14,000
<b>Friday</b>	
Average .....	9,000

## V. Distribution:

**Local:** Distributed to more than 225 locations in Sun Valley, Ketchum, Hailey, Bellevue, Carey, Fairfield, Stanley (summer only).

**Regional:** Distributed throughout Central Idaho, including Stanley, Fairfield and Shoshone.

**Nation and Worldwide:** Up to 600 subscribers to the Wednesday edition within the United States and Canada.

\*Sources: Reader Demographics: Sun Valley Area Market Research Study, Pulse Research, January 2002; Visitor Demographics: Sun Valley Ketchum Chamber Visitors Bureau; U.S. Demographics: U.S. Census Bureau, 2001

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**Internet Sales**  
Ben Varner

# VIII. Display Ad Rates: Effective December 1, 2011.

NUMBER OF INCHES	NUMBER OF COLUMNS				
	1 col.	2 col.	3 col.	4 col.	5 col.
1"	\$17.30	34.60	51.90	69.20	86.50
2"	34.60	69.20	103.80	138.40	173.00
3"	51.90	103.80	155.70	207.60	259.50
4"	69.20	138.40	207.60	276.80	346.00
5"	86.50	173.00	259.50	346.00	432.50
6"	103.80	207.60	311.40	415.20	519.00
7"	121.10	242.20	363.30	484.40	605.50
8"	138.40	276.80	415.20	553.60	692.00
9"	155.70	311.40	467.10	622.80	778.50
10"	173.00	346.00	519.00	692.00	865.00
11"	190.30	380.60	570.90	761.20	951.50
12"	207.60	415.20	622.80	830.40	1,038.00
13"	224.90	449.80	674.70	899.60	1,124.50
14"	242.20	484.40	726.60	968.80	1,211.00
15"	259.50	519.00	778.50	1,038.00	1,297.50
16"	276.80	553.60	830.40	1,107.20	1,384.00

## Pre-Printed Insert Rates:

Newspaper dimensions are **8 1/2" x 11"**. Inserts must fit inside. Deadline for insertion is one week in advance of publication, shipped to our press: The Burley Reminder, 1220 Albion Avenue, Burley, Idaho 83318; (208) 878-2233. Quarter folding charge is \$23 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 ..... 7.9 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 ..... 8.5 cents ea. Net  
 8-page ..... 17 cents ea.  
 12-page ..... 23 cents ea.  
 Contract rates...upon request

Real Estate Guide, Classified, Internet, Sun Valley Guide, Subscription and Home Delivery rates available on request.

# IX. Discount Rates

### Combo Pickup Rate: \$12.11, a 30% discount Off open rate:

This rate applies to insertion in the next consecutive edition, i.e. first insertion Weds. Edition, second insertion Friday edition, with no copy changes. Ad size may be changed. The rate applies if first insertion is at open rate or contract rates. All purchases may be applied to signed contracts.

### Page Ready Ads: \$16.43, 5% off the price of an open-rate ad:

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 for the newspaper.

### Dollar Volume Contracts:

Contract	Discount	Rate per inch
\$2,078	8%	\$15.92
\$4,068	9%	\$15.75
\$8,242	10%	\$15.57
\$16,071	11%	\$15.40
\$30,912	13%	\$15.05
\$45,982	15%	\$14.71
\$59,579	18%	\$14.19

# X. Production Rates:

## Color:

Add the following to the regular price:

1-Color (ROP) .....	\$117.00
1-Color (Your Choice).....	\$181.00
2-Color.....	\$328.00
4-Color Process.....	\$333.00

# XI. Photo Service Rates:

Photo Session.....	\$60/hr
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## 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 hourly rate.

Proof Sheet (contact sheet) .....	\$26.00
Print .....	17.00

# Subscriptions and home delivery rates:

The Wednesday subscriber edition comes with the regular newspaper sections plus the Subscriber Section. It includes the New York Times Crossword Puzzle, legal notices, local building permits, national columnists, kids pages and the popular Close to home cartoons.

<b>Blaine County Residents:</b>	
Mailed Subscription .....	\$45 per year
Home Delivery.....	\$49 per year

<b>Out-of-County Mail:</b>	
1 year.....	\$68
6 months.....	\$44
3 months.....	\$36
First Class.....	\$290

\* 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.

# XII. Classified Rates:

## Free Classifieds (Wednesdays only)

Include any ad of a personal nature (items listed for less than \$1,000).

## Paid Classifieds Categories

Include Real Estate, For Rent, Help Wanted, Commercial Rental, Mobile Homes, Services, Contractors, Classes, Jobs Needed, Animals for sale, Firewood or Hay for sale, Yard Sales, personal items selling for over \$1,000 or any other category if the advertiser is a business. (Autos listed for more than \$1,000 must be prepaid).

## Categories on the Internet

All categories are on the Internet.

## Prepaid Rate (1 issue)

\$19.90 for all categories.  
We accept MasterCard and Visa.

## Credit Accounts

\$20.90 per inch if billed to established ledger customers.

## Power Package (2 consecutive issues)

\$28.00 for all categories.  
\$29.00 per inch if billed to established ledger customers.

## Special Typography or Logos...\$21.00

In a classified ad will be charged at \$21.00 per item/per insertion. Borders will be charged at \$21.00 per insertion. (Classifieds are one column, 10.5 picas wide).

## NEW— Photo Ads

Bring the power of pictures to your ad. Bring us a photo, e-mail us a .jpg photo and 20 words, or come to the office and we'll take a photo of your item!



Lovely 4BD/3BA mansion in East Magic. Complete with custom kitchen and playroom for the kids! \$1,200,000. 726-5888.

Photo ad \$51.50 an issue if paid by cash or credit card, \$55.00 a week if billed. Additional words 40 cents each.

**3-consecutive-issue Photo Deal:** \$122.00 with no changes. Cancellations will receive credit-only to apply to future classified ad purchases.

**6-consecutive-issue Photo Deal:** \$156.00 with no changes. Cancellations will receive credit-only to apply to future classified ad purchases.

# XIII. Payment/Credit and Other Policies:

**Payment Policy**—All accounts are due and payable by the 10th 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%*).

**Agency Ad Placement**—Ads placed by an agent receiving a commission will be charged at \$20.35 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.

**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 or 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.

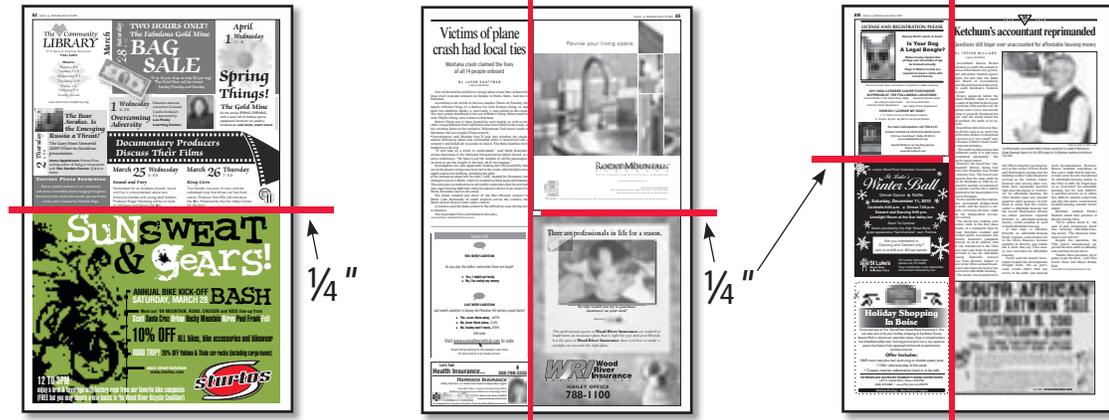
**Errors**—The Idaho Mountain Express liability for error shall not exceed that portion of the space occupied by the copy in error. In no case will the Express assume any liability for loss resulting from selling merchandise at a lower price published in error.

# AD SIZES

		AD WIDTH (INCHES)				
		1 (1.93")	2 (4.03")	3 (6.133")	4 (8.233")	5 (10.33")
AD DEPTH (INCHES)	1	.875"	.875"	.875"	.875"	.875"
	2	1.875"	1.875"	1.875"	1.875"	1.875"
	3	2.875"	2.875"	2.875"	2.875"	2.875"
	4	3.875"	3.875"	3.875"	3.875"	3.875"
	5	4.875"	4.875"	4.875"	4.875"	4.875"
	6	5.875"	5.875"	5.875"	5.875"	5.875"
	7	6.875"	6.875"	6.875"	6.875"	6.875"
	8	7.875"	7.875"	7.875"	7.875"	7.875"
	9	8.875"	8.875"	8.875"	8.875"	8.875"
	10	9.875"	9.875"	9.875"	9.875"	9.875"
	11	10.875"	10.875"	10.875"	10.875"	10.875"
	12	11.875"	11.875"	11.875"	11.875"	11.875"
	13	12.875"	12.875"	12.875"	12.875"	12.875"
	14	13.875"	13.875"	13.875"	13.875"	13.875"
	15	14.875"	14.875"	14.875"	14.875"	14.875"
	16	16"	16"	16"	16"	16"

Why isn't the ad's size merely equal to the ad's actual width and depth?

Because of the gaps between other ads and copy. (denoted by the red bars on the right).



# mtexpress.com

## Why mtexpress.com

Mtexpress.com has the largest Internet audience in Sun Valley. It is the most trafficked Web site and does the best job reaching people outside of Sun Valley who are interested in Sun Valley.

## Key Traffic Statistics

- 37,000 Visitors per month
- 116,000 Visits per month
- 480,000 Page views per month
- More than 11,000 visitors per month are from our destination markets - Washington, Oregon, California, Utah, Colorado, Texas, Florida and New York.

## Benefits to the Advertisers

- Drive traffic to your Web site with a direct link from ad
- Real time feedback on how your ad is doing. We will send you monthly reports.
- You choose where your ad is located on our Web site
- Our Web designers will build your ad and can change it monthly
- You can display photos, products, services or coupons in your ad

## Contact us

For additional information or to schedule a demo, please contact Ben Varner at (208) 726-8060 or [ben@mtexpress.com](mailto:ben@mtexpress.com)

## Monthly Internet Rates

Ad Style	Ad Size	Open Rate	3 mos	6mos	12mos
Banner	468 x 60	\$200.00	\$185.00	\$170.00	\$150.00
Button	125 x 125	\$150.00	\$135.00	\$120.00	\$100.00
Skyscraper Main	120 x 600	\$250.00	\$235.00	\$220.00	\$200.00
Skyscraper News Updates	120 x 600	\$200.00	\$185.00	\$170.00	\$150.00
In-Story	336 x 280	\$250.00	\$235.00	\$220.00	\$200.00
Vacation Rentals	Varies	\$75.00	\$70.00	\$65.00	\$60.00

\* Animated gifs - add \$25/Frame/Month