#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 General News Story 2020, National Newspaper Association
- General Excellence 2020, National Newspaper Association
- More awards than any other Idaho non-daily newspaper for decades

Market demographics


| 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: $56,694  
Annual Household Income:  
5% $100,000  
21% $50,000  
74% $0-$49,000  
(Datausa.io, 2017)

| Real Estate | Median home and condo sales price: $660,000  
(SVED, 2020)

| Education | Bachelor's degree or higher: 38.2%

| Population | Blaine County: 24,272  
(The ACS 2018 5-year estimates)

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  
$55 per year
- Home Local Delivery*  
$74 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 .................. $83
- 6 months ................. $57
- 3 months ................. $48
- First Class ................ $342

Digital-only Subscription with Website & E-Edition Access:

- 1 week .................... $5
- 1 month ................... $16
- 3 months .................. $38
- 6 months ................... $49
- 1 year .................... $74
- 2 years ................... $142

* 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
The Wood River Valley is in final preparations for what will be the biggest influx of visitors ever when the moon crosses paths inside the “path of totality” and therefore will go dark for about a minute. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.

Ketchum Police Chief Dave Kassner said, “We’re anticipating slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Business owners are advising staff to leave for work early, and to anticipate slow traffic and recommend visitors ever when the moon crosses paths inside the “path of totality” and therefore will go dark for about a minute. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Ketchum Police Chief Dave Kassner said. “We’re anticipating slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Business owners are advising staff to leave for work early, and to anticipate slow traffic and recommend visitors ever when the moon crosses paths inside the “path of totality” and therefore will go dark for about a minute. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Ketchum Police Chief Dave Kassner said, “We’re anticipating slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Business owners are advising staff to leave for work early, and to anticipate slow traffic and recommend visitors ever when the moon crosses paths inside the “path of totality” and therefore will go dark for about a minute. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Ketchum Police Chief Dave Kassner said, “We’re anticipating slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Business owners are advising staff to leave for work early, and to anticipate slow traffic and recommend visitors ever when the moon crosses paths inside the “path of totality” and therefore will go dark for about a minute. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Ketchum Police Chief Dave Kassner said. “We’re anticipating slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Business owners are advising staff to leave for work early, and to anticipate slow traffic and recommend visitors ever when the moon crosses paths inside the “path of totality” and therefore will go dark for about a minute. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Ketchum Police Chief Dave Kassner said, “We’re anticipating slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”

Business owners are advising staff to leave for work early, and to anticipate slow traffic and recommend visitors ever when the moon crosses paths inside the “path of totality” and therefore will go dark for about a minute. City leaders are expecting slow traffic and recommending that drivers avoid the intersection of Sun Valley Road and East Avenue [the corner where Starbucks is located], the four-way stop. We believe the crowds will all try to leave at the same time and traffic will be very slow heading south out of town.”
Color Rates

0-8 column inches..............................................$ 60.00
12-32 column inches........................................... $ 110.00
36-80 column inches............................................$200.00

Late Charges and Art Charges

Advertisers who order remakes of copy, art, or photos after deadline will be subject to a $80/hour remake charge. Original artwork produced for an ad will be charged at $90/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

$19.52 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

$23.18 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:

<table>
<thead>
<tr>
<th>Contract</th>
<th>Discount</th>
<th>Rate per inch</th>
<th>Minimum Annual Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>NONE</td>
<td>0%</td>
<td>$24.40</td>
<td>$0</td>
</tr>
<tr>
<td>$2,917</td>
<td>8%</td>
<td>$22.44</td>
<td>$255</td>
</tr>
<tr>
<td>$5,772</td>
<td>9%</td>
<td>$22.20</td>
<td>$572</td>
</tr>
<tr>
<td>$11,705</td>
<td>10%</td>
<td>$21.96</td>
<td>$1,300</td>
</tr>
<tr>
<td>$22,578</td>
<td>11%</td>
<td>$21.71</td>
<td>$2,798</td>
</tr>
<tr>
<td>$44,138</td>
<td>13%</td>
<td>$21.22</td>
<td>$6,614</td>
</tr>
<tr>
<td>$64,708</td>
<td>15%</td>
<td>$20.74</td>
<td>$11,420</td>
</tr>
<tr>
<td>$84,240</td>
<td>18%</td>
<td>$20.00</td>
<td>$18,532</td>
</tr>
</tbody>
</table>

Photo Service Rates

Photo Session ................................................. $75/hr
Print/CD ....................................................... $18.00

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 $26 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 .................9.67 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 .....................................10.35 cents ea. Net 8-page .....................................20.60 cents ea. 12-page ................................27.80 cents ea. Contract rates ...............upon request

Combo Rate

Insert & Web Ad ............................ $1,246

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.
Free Classifieds (Wednesdays & Fridays)
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:

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>RATE</th>
<th>NO. OF ISSUES</th>
<th>INCLUDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUPER DEAL*</td>
<td>$51.90**</td>
<td>2 consecutive issues</td>
<td>Consecutive Wed and Fri paper + unlimited online text and 6 photos</td>
</tr>
<tr>
<td>BEST DEAL*</td>
<td>$46.00**</td>
<td>2 consecutive issues</td>
<td>Consecutive Wed and Fri paper + free online ad with 2 photos</td>
</tr>
<tr>
<td>SINGLE NEWSPAPER*</td>
<td>$36.50**</td>
<td>1 issue</td>
<td>Single newspaper + free online ad with 2 photos</td>
</tr>
<tr>
<td>MINI AD</td>
<td>$15.80**</td>
<td>1 issue</td>
<td>Any newspaper issue(s), text only 2 line ad + free online ad with 2 photos</td>
</tr>
<tr>
<td>SUPER DEAL YARD SALE*</td>
<td>$56.20**</td>
<td>2 consecutive issues</td>
<td>Consecutive Wed and Fri paper + unlimited online text and 6 photos + yard sale kit</td>
</tr>
<tr>
<td>BEST DEAL YARD SALE*</td>
<td>$50.60**</td>
<td>2 consecutive issues</td>
<td>Consecutive Wed and Fri paper + free online ad with 2 photos + yard sale kit</td>
</tr>
<tr>
<td>SINGLE NEWSPAPER YARD SALE*</td>
<td>$40.90**</td>
<td>1 issue</td>
<td>Weds or Fri paper + free online ad with 2 photos + yard sale kit</td>
</tr>
</tbody>
</table>

* Minimum charge is 8 lines or 1” per issue. Additional lines at same rate.
** Ledger Accounts add $1 to each rate

Rates effective Oct. 1, 2021

Add-ons

<table>
<thead>
<tr>
<th>EMBELLISHMENT</th>
<th>RATE</th>
<th>INCLUDES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BORDER or COLOR BACKGROUND</td>
<td>$6.50 PER ORDER</td>
<td>Border or color background in print and online</td>
</tr>
<tr>
<td>SPECIAL TYPOGRAPHY</td>
<td>$25 WEDNESDAY OR $33 FOR WEDNESDAY AND FRIDAY</td>
<td>All caps, bullet points, italics, special font or special font size</td>
</tr>
<tr>
<td>IMAGES / PHOTOS / LOGOS</td>
<td>LINE RATE OF PACKAGE</td>
<td>Black and white image in print and color (if requested) image online</td>
</tr>
</tbody>
</table>
Agency Ad Placement
Ads placed by an agent receiving a commission will be charged at $26.70 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, preceding 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%).

Copyrighted ads
All advertisements created by the Publisher are not considered a “work made for hire” and the Publisher retains the copyright to all advertisements created by the Publisher for the Advertiser. The advertisement may not be reproduced without the written permission of the Publisher.

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.