#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: 64,000 average unique users per month
Top states include Idaho, Washington, Oregon, California, Utah, Colorado, New York

Awards
- Best in Nation Local News Coverage 2018. National Newspaper Association
- First Place General Excellence, 2017, National Newspaper Association
- Pinnacle Award and General Excellence, Idaho Press Club 2018
- More awards than any other Idaho non-daily newspaper for decades

Market demographics (U.S. Census, 2015, 2016; Data.USA.10 2018)

**Visitors**
- Winter, 183,000
- Summer, 218,000
  (Visit Sun Valley, 2014-15)

**Real Estate**
- Median home and condo sales price: $390,300

**Education**
- Bachelor’s degree or higher: 40.4%

**Population**
- Blaine County: 22,601

**Age**
- Median Age: 43
- Age Breakdown:
  - 26% 0 to 19 years
  - 15% 20 to 34 years
  - 28% 35 to 44 years
  - 16% 55 to 64 years
  - 15% 64+
- No. Households: 9,258
- Total Housing Units: 15,109

**Income**
- Median Household Income: $58,835
- Annual Household Income:
  - 24% $100,000+
  - 32% $50,000+
  - 44% $0-$49,000

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:**
- Mailed Subscription $50 per year
- Home Delivery* $59 per year

**Out-of-County Mail:**
- 1 year........................................$76
- 6 months ....................................$52
- 3 months ....................................$44
- First Class .................................$314

* 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
Business owners are advising staff to leave for work early, and to ride bikes to avoid traffic. Power generators are on hand in case of a power outage. The Wood River Valley is in final preparations for what could be a busy day, Ketchum Police Chief Dave Kassner said all Ketchum police officers will be working, supported by manpower from six surrounding counties, including the four-way stop. We believe the four-way stop. We're anticipating slow traffic and recommending that drivers avoid

"It will be all hands on deck with the sun on Monday, blocking out the sun entirely at 11:29 a.m.

The city of Ketchum is just inside the "path of totality" and the intersection of Sun Valley Road and East Avenue [the corridor that will be facing the sun when the moon crosses paths with the sun] where Starbucks is located, Chief Dave Kassner said. "We're anticipating slow heading south out of town."
Pre-Printed Insert Rates:
Newspaper dimensions are 8¾" 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 $24 per thousand. Zoned insertion available by city. Insert rates apply only to individual retail firms. Multiple advertiser preprints not accepted.

Discount Rates

Combo Pickup Rate: 20% discount from open or contract rates
$17.60 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
$20.90 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>$22.00</td>
<td>$0</td>
</tr>
<tr>
<td>$2,630</td>
<td>8%</td>
<td>$20.22</td>
<td>$229</td>
</tr>
<tr>
<td>$5,202</td>
<td>9%</td>
<td>$20.00</td>
<td>$515</td>
</tr>
<tr>
<td>$10,547</td>
<td>10%</td>
<td>$19.79</td>
<td>$1,172</td>
</tr>
<tr>
<td>$20,350</td>
<td>11%</td>
<td>$19.57</td>
<td>$2,516</td>
</tr>
<tr>
<td>$39,786</td>
<td>13%</td>
<td>$19.13</td>
<td>$5,945</td>
</tr>
<tr>
<td>$58,307</td>
<td>15%</td>
<td>$18.69</td>
<td>$10,290</td>
</tr>
<tr>
<td>$76,667</td>
<td>18%</td>
<td>$18.20</td>
<td>$15,939</td>
</tr>
</tbody>
</table>

Photo Service Rates

Photo Session ............................................................ $70/hr
Print/CD ................................................................. $17.00
First Things First

Jamie Lee Curtis' latest book reflects on new tricks

<table>
<thead>
<tr>
<th>STRIP</th>
<th>10.33&quot;w x 1.5&quot;d</th>
<th>$738.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>STRIP</td>
<td>10.33&quot;w x 1.5&quot;d</td>
<td>$585.00</td>
</tr>
</tbody>
</table>

Strip Ads

Contract rates do not apply.

- Front Page Main News: $738
- Front Page Arts & Events: $585

Wednesday & Friday Combo: $1,328 (News front page only)

Placement

Exclusive:
- 1/2 page or above only
- Page 2 or the back page of any section
- No shared advertising on page
- Additional 30%

Exclusive Page 3
- Special size as shown
- No shared advertising on page
- Additional 30%

Preferred:
- 1/4 page or above only
- Pages 4, 5, 6, 7
- Shared advertising on page
- $100 Flat Fee
Free Classifieds (Wednesdays Only)
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>$47.60**</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>$42.20**</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>$33.50**</td>
<td>1 issue</td>
<td>Single newspaper + free online ad with 2 photos</td>
</tr>
<tr>
<td>MINI AD</td>
<td>$14.50**</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>$51.60**</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>$46.40**</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>$37.50**</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 Dec. 1, 2019

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 PER ORDER</td>
<td>Border or color background in print and online</td>
</tr>
<tr>
<td>SPECIAL TYPOGRAPHY</td>
<td>$23 WEDNESDAY OR $30 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 $24.50 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, preceeding 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%).

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.