Publisher..................................................Scott Walker
Advertising Director..............................Wendy Lopez
Regional Sales Manager.........................Ross Ulrich
Classified Advertising Manager................Tammy Mercer
Digital Strategy Director.........................Aubrie Eres

702 West Lincolnway • Cheyenne, WY 82001
307.633.3151 • 1.800.561.6268 • Fax 307.633.3191 • www.wyomingnews.com

The Wyoming Tribune Eagle is represented nationally by: The Wyoming Press Association
P.O. Box 20030 • Cheyenne, WY 82003 • 307.635.3905
Column Inches
Rates are based on “column inches”. To determine the area of an ad, multiply the number of columns by the height in inches. ex. 2 columns wide by 5 inches deep equals 10 column inches

All rates are noncommissionable.
For customers without billing arrangements, payment is required with copy until credit can be established.

Guaranteed Position
- 25% surcharge for specific page placement when available.
- Position must be requested at time of ad placement.

Display Ad Depth Requirements
- Minimum space is 1 column inch. Advertisements over 18 inches deep will be billed at full column depth.

To advertise call your Wyoming Tribune Eagle Advertising Specialist at 307.633.3151

Open Rate
Retail & National: $25.70pci
Classified: $18.40pci
*For dollar volume contract rates please contact Advertising Specialist. All rates are net

<table>
<thead>
<tr>
<th>Small Annual Linage Contracts</th>
<th>Small Space Packages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Retail Display</strong></td>
<td><strong>Classified Display</strong></td>
</tr>
<tr>
<td>50”........$19.30</td>
<td>75”........$12.80</td>
</tr>
<tr>
<td>100”.......$18.40</td>
<td>225”.......$12.40</td>
</tr>
<tr>
<td><strong>6x</strong></td>
<td><strong>10x</strong></td>
</tr>
<tr>
<td>2”min.-30”max. includes full color must run 6 ads in a 30 day period.</td>
<td>2”min.-30” max. ad size with the same size throughout the run. Includes color must run 10 ads in a 30 day period.</td>
</tr>
<tr>
<td>$13/pci</td>
<td>$11/pci</td>
</tr>
</tbody>
</table>

Flight Plans
within a 7-day period
Stretch your advertising budget and meet your needs for multiple runs.
2nd installation........20% discount
3rd installation........35% discount
4th installation........60% discount

Color Rates
Ad size | Color
Up to 5”....................................................$6/inch
5.5” & up..................................................$3/inch

Classified Line Ads
Local 3 lines(min) per day...............$8.10
National 3 lines(min) per day..........$11.10

BUSINESS BUILDERS
A frequent and cost effective way to build your business and get your message seen daily.

<table>
<thead>
<tr>
<th>1 column x 1 inch</th>
<th>1 column x 2 inch</th>
</tr>
</thead>
<tbody>
<tr>
<td>(actual size)</td>
<td>(actual size)</td>
</tr>
<tr>
<td>$315 for 30 days</td>
<td>$630 for 30 days</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Classified Line Ads</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Local 3 lines(min) per day...............$8.10</td>
<td></td>
</tr>
<tr>
<td>National 3 lines(min) per day..........$11.10</td>
<td></td>
</tr>
</tbody>
</table>

Small Annual Linage Contracts

Small Space Packages

Open Rate

Business Builders
Preprint Advertisement Rates
(All Rates Cost per Thousand)

<table>
<thead>
<tr>
<th>Tab pages</th>
<th>1-5X</th>
<th>6-11X</th>
<th>12-36X</th>
<th>37-60X</th>
<th>61-100X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single sheet</td>
<td>$55</td>
<td>$54</td>
<td>$53</td>
<td>$51</td>
<td>$50</td>
</tr>
<tr>
<td>4</td>
<td>$68</td>
<td>$67</td>
<td>$65</td>
<td>$64</td>
<td>$62</td>
</tr>
<tr>
<td>8</td>
<td>$75</td>
<td>$74</td>
<td>$72</td>
<td>$71</td>
<td>$67</td>
</tr>
<tr>
<td>12</td>
<td>$77</td>
<td>$76</td>
<td>$74</td>
<td>$73</td>
<td>$68</td>
</tr>
<tr>
<td>16</td>
<td>$80</td>
<td>$78</td>
<td>$75</td>
<td>$74</td>
<td>$70</td>
</tr>
<tr>
<td>20</td>
<td>$82</td>
<td>$81</td>
<td>$77</td>
<td>$75</td>
<td>$72</td>
</tr>
<tr>
<td>24</td>
<td>$87</td>
<td>$84</td>
<td>$80</td>
<td>$77</td>
<td>$75</td>
</tr>
<tr>
<td>28</td>
<td>$93</td>
<td>$87</td>
<td>$82</td>
<td>$80</td>
<td>$76</td>
</tr>
<tr>
<td>32</td>
<td>$100</td>
<td>$98</td>
<td>$97</td>
<td>$96</td>
<td>$95</td>
</tr>
<tr>
<td>36</td>
<td>$107</td>
<td>$106</td>
<td>$104</td>
<td>$103</td>
<td>$102</td>
</tr>
<tr>
<td>40</td>
<td>$114</td>
<td>$113</td>
<td>$112</td>
<td>$111</td>
<td>$110</td>
</tr>
<tr>
<td>44</td>
<td>$120</td>
<td>$119</td>
<td>$118</td>
<td>$117</td>
<td>$116</td>
</tr>
</tbody>
</table>

Additional pages, add $2 CPM for each 4-tab page increment.

Preprint Reservations and Shipping:
- Minimum 5,000 preprints
- Must be ordered 14 days prior to publication
- Must be delivered 7 days prior to publication
- Delivery hours: 8:00am - 5:00pm M-F only
- Must meet Wyoming Tribune Eagle delivery and production requirements
- Advertiser should confirm quantity requirements prior to ordering preprint run
- 3% additional in quantity required for spoilage

Minimum / Maximum Sizes:
- Must be no smaller than 5” x 7”, no longer than 10.5” x 11.33” deep (folded edge)
- Exceptions handled on individual basis and may require testing before being accepted
- Card type supplements should be at least .007 inches (70lb weight)
- A second or front fold may consist of a flap no less than 3 inches wide. This flap may vary in size up to the full area of the card.

Zoned and Partial Distribution Preprints:
- Zoning unavailable on Sunday or Monday
- Partial distribution in established zones is an additional $5 per 1000
- Custom zoning is available at an additional $15 per 1000

Special Handling:
- Nonstandard or odd-sized preprints may require special handling and will be charged an additional $15.00 per 1000. Duplicate or missed copies may be unavoidable
- A charge of $80.00 per hour will be applied if delivered inserts need to be unloaded (by Wyoming Tribune Eagle personnel,) are damaged or require restacking.

To advertise call your Wyoming Tribune Eagle Advertising Specialist at 307.633.3151
That’s right, the front page!
This 3” x 3” full color removable sticky note allows you to be the only advertiser on the highly visible front page above the fold.

Cost......$1,025

Spots are extremely limited so call 307.633.3156 to reserve yours today!

Front Page Advertising
This premium, 6 column x 2” full color position along the bottom of the front page allows for higher visibility and higher impact for the advertiser. Limited availability, contract required for length of commitment. Contact your advertising professional for more details.

Cost - $350

“To Do Section”
The ToDo section is the Wyoming Tribune Eagle’s entertainment section that runs Fridays, Saturdays and Sundays. Premium, front-of-section advertising space is available. Contact your advertising professional for details.

6x3 full color - $295

To advertise call your Wyoming Tribune Eagle Advertising Specialist at 307.633.3151
To advertise call your Wyoming Tribune Eagle Advertising Specialist at 307.633.3151

This total market coverage (TMC) publication is distributed free of charge to non-subscriber homes and in racks throughout Cheyenne. Reduced rates are provided when run in conjunction with the daily paper. Stand alone rates are also available.
Art, Design and Photography Services
- Basic ad design available including 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 consultant for photos to be taken of people or merchandise to be used in ads.

Commercial Print
Full commercial print services are available including delivery of preprints via direct mail and delivery of preprints to non-subscribers. Design and insertion packages are also available. Call 633.3151 for more information.

We Offer
- Inserts for daily paper
- Flyers
- Brochures
- Posters
- Direct Mail
- Booklets
- and more

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 at a charge of $80.00 per hour. This charge will also apply for excessive research projects.

Marketing and Demographic Information
Your Wyoming Tribune Eagle advertising specialist can help with your media budget planning. Call for more information.

Proofs
- Proof of ads can 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
A. The Wyoming Tribune Eagle reserves the right to edit, alter or omit any advertisement.
B. The Wyoming Tribune Eagle assumes 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.
C. 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 the Wyoming Tribune Eagle.
D. Page size is 6 columns x 20” for retail & national display advertising, 9 columns x 20” for classified & classified national advertising. Ads over 18” will be billed at the full column depth of 20”
E. 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.
F. The Wyoming Tribune Eagle reserves the right to revise advertising rates at any time.
G. 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.
H. 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.

To advertise call your Wyoming Tribune Eagle Advertising Specialist at 307.633.3151
DEADLINES

<table>
<thead>
<tr>
<th>Day of Publication</th>
<th>Scheduling Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Noon Friday</td>
</tr>
<tr>
<td>Tuesday</td>
<td>3pm Friday</td>
</tr>
<tr>
<td>Wednesday</td>
<td>3pm Monday</td>
</tr>
<tr>
<td>Thursday</td>
<td>3pm Tuesday</td>
</tr>
<tr>
<td>Friday</td>
<td>3pm Wednesday</td>
</tr>
<tr>
<td>Saturday</td>
<td>Noon Thursday</td>
</tr>
<tr>
<td>Sunday</td>
<td>3pm Thursday</td>
</tr>
<tr>
<td>Journey (Sunday)</td>
<td>3pm Thursday</td>
</tr>
<tr>
<td>EXTRA!</td>
<td>5pm Tuesday</td>
</tr>
<tr>
<td>ToDo</td>
<td>Same as daily deadlines</td>
</tr>
</tbody>
</table>

Discounts and Proofs
are not available for any ad turned in after deadline.

Holiday Deadlines
Will be earlier than deadlines listed above. Deadlines for multipage sections and extensive graphic and/or color work will be accelerated. All Special Sections/Publications have separate deadline structures. Please see your advertising specialist for details.

Cancellations
Cancellations not accepted after deadline. Composition costs will be charged on any advertisement set, cancelled and not published within 14 days of cancellation. Composition charges will be equal to two-thirds (2/3) of the cost of the advertisement.

MECHANICAL MEASUREMENTS AND REQUIREMENTS

<table>
<thead>
<tr>
<th>Standard Page</th>
<th>Retail Display</th>
<th>Classified Display</th>
</tr>
</thead>
<tbody>
<tr>
<td>Width of page</td>
<td>6 column</td>
<td>9 column</td>
</tr>
<tr>
<td>Depth of page</td>
<td>.20”</td>
<td>.20”</td>
</tr>
<tr>
<td>1 column width</td>
<td>1.72”</td>
<td>1.1431”</td>
</tr>
<tr>
<td>2 column width</td>
<td>3.565”</td>
<td>2.3692”</td>
</tr>
<tr>
<td>3 column width</td>
<td>5.41”</td>
<td>3.595”</td>
</tr>
<tr>
<td>4 column width</td>
<td>7.255”</td>
<td>4.8214”</td>
</tr>
<tr>
<td>5 column width</td>
<td>9.1”</td>
<td>6.0475”</td>
</tr>
<tr>
<td>6 column width</td>
<td>10.955”</td>
<td>7.274”</td>
</tr>
<tr>
<td>7 column width</td>
<td>8.4997”</td>
<td>9.7258”</td>
</tr>
<tr>
<td>8 column width</td>
<td>9.1”</td>
<td>10.955”</td>
</tr>
<tr>
<td>9 column width</td>
<td>22.0975”</td>
<td>22.0975”</td>
</tr>
</tbody>
</table>

Sizes as of 9/17/2013
Double Trucks are charged at 260 column inches in Retail Display and 380 inches in Classified Display.

To advertise call your Wyoming Tribune Eagle Advertising Specialist at 307.633.3151
DIGITAL MARKETING SOLUTIONS

**PREMIUM ROS**  
(All pages: Home, News, Classifieds, Obituaries included)  
- Leaderboard $300 per week, $900 per month  
- In-story $250 per week, $750 per month  
- Skyscraper $200 per week, $450 per month  

Based on 25,000 impressions

**BASIC ROS**  
(All pages other than Home, News, Classifieds and Obituaries)  
- Leaderboard $150 per week, $450 per month  
- In-story $125 per week, $375 per month  
- Skyscraper $100 per week, $300 per month  

Based on 25,000 impressions

**PIXELINK CREATIVE GROUP**  
Web | marketing | design

PixelINK CREATIVE GROUP is your one-stop shop of digital products and services to meet the increasing need for an online presence.

- Programmatic campaigns  
- Direct e-mail marketing campaigns  
- Social Media marketing  
- Native Advertising  
- Full web site design, development and hosting  
- Search Engine Optimization  
- Logo design  
- Internal branding and marketing materials  
- Business cards

[www.pixelinkgroup.com](http://www.pixelinkgroup.com)