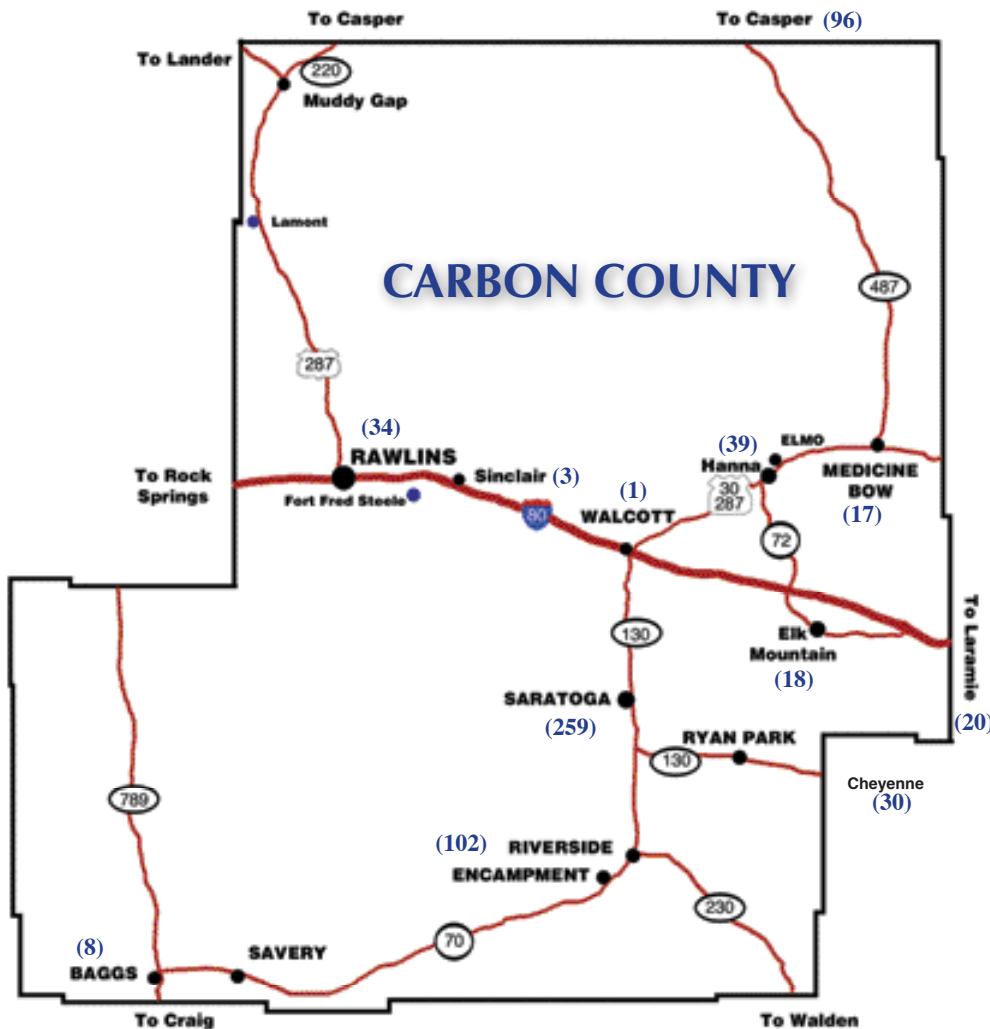


THE SARATOGA SUN

2023 ADVERTISING RATES

Want to reach more customers?
Then reach for the Sun!



The *Saratoga Sun* has been serving the Platte Valley and has been a part of the community since 1888. That's over 130 years!

The *Sun* shines beyond the Valley and is read in Rawlins, Hanna, Walcott, Elk Mountain and Medicine Bow! *The Saratoga Sun* has been the official publication of the Carbon County Board of Commissioners for 2020, 2021, 2022 and 2023. We reach Carbon County!

The *Saratoga Sun* is a multi-award winning newspaper for several years in a row.

Put our team to work for you!

Contact the *Saratoga Sun* today to begin advertising. We can build your ad in-house to give you exactly what you need.

Call 307-326-8311 or email: Ads.SaratogaSun@gmail.com or editor.saratogasun@gmail.com to begin advertising today!

Average number of subscribers per week

Location	Number of Subscribers
In Carbon County	414
Online	266
Out of County and other states vendors	348
TOTAL	1,028



VENDORS

Elk Mountain

Elk Mountain Conoco
Bow River Crossing

Riverside

Riverside Garage
Trading Post

Walcott

Walcott Service Station

Hanna

Hanna Hometown Market

Saratoga

Valley Foods
Kum & Go
Country Store
Valley Pharmacy
Perue Printing
Old Baldy (Summer Only)
The Saratoga Sun

Rawlins

Hilltop Conoco
Perkins Conoco
West End Sinclair
Kum & Go (on Higley BLVD)

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Call **307-326-8311**

or email

ads.saratogasun@gmail.com

to begin advertising today!

THE SARATOGA SUN

Ad Deadline: Monday at noon
Open Rate: \$9.25 per column inch
Address: 116 E. Bridge St.
Saratoga, WY 82331
Phone: (307) 326-8311
Fax: (307) 326-5108

Publisher/Advertising Representative:
Gary Honodel
garyh.saratogasun@gmail.com

Black and White Pricing: \$9.25 per column inch

Multiply the number of columns by the number of inches (2 columns by 7 inches = 14 column inches). Then multiply the number of column inches by the rate. (14 x \$9.25 = \$129.50)

Color Pricing: \$10.25 per column inch

Multiply the number of columns by the number of inches (2 columns by 7 inches = 14 column inches). Then multiply the number of column inches by the rate. (14 x \$10.25 = \$143.50)

Other Rate Information

Non-Profit: 15 percent discount. Must provide 501(c)3
Political: (Any ad intended to influence the outcome of a government election.) Ads must be prepaid by ad deadline. Must comply with local, state and federal requirements. Must have a "paid for" line in the ad.

Birth Announcements

Basic announcement free up to 25 words and 1 picture, 26-350 words cost \$50; 351 words or more cost \$75. Add \$10 for additional photos. Payer will receive 10 copies of the paper the Birth Announcement appears in.

Obituaries

Death notices are no cost up to 25 words. Obituaries 26-350 words \$50; 351 words or more cost is \$75. Add \$10 for each photo included. Payer will receive 10 copies of the paper the obituary appears in.

Business Directory

Business Directory ads run for a minimum of 10 weeks and cost \$16.25 per week. The content of the ad can change after the first 10 weeks, but not more often than every 4 weeks.

Classified Ads

\$8 for the first 15 words, 20 cents per word after that. Prepayment or existing account required. Advertisers must provide a mailing address, physical address and phone number.

Legal and Public Notices

\$9.25 per column inch. An affidavit for legal notices is provided at no extra cost.

Web Ad Rates	Monthly Cost	Size
Top Banner	Call for rates	250 x 90 px
Bottom Banner	Call for rates	650 x 90 px
Right Side Box Top	\$50	310 x 255 px
Right Side Box Center	\$50	310 x 255 px
Right Side Box Bottom	\$50	310 x 255 px

Inserts

Advertiser must provide 1,200 copies of the inserts. The insert must be delivered to the Saratoga Sun no later than 9 days prior to insertion date.

Example: The paper comes out on the 12th of the month, inserts would be due at the Saratoga Sun office on the 3rd.

1 page standard to 4 page tab	\$202.80
1 page stick note/front page	\$202.80
4 page standard/8 page tab	\$210.80
8 page standard/16 page tab	\$216.84
12 page standard/24 page tab	\$226.20
24 page and above	Call Us!

Display Ad Sizes	
# of Columns	Inches Wide
1	1.76
2	3.706
3	5.65
4	7.60
5	9.55
6	11.5 (Max Width)

**COLUMNS IN THE PAPER ARE 1.76 INCHES
WIDE WITH A 0.1875" GUTTER

MAXIMUM AD HEIGHT 20.5 inches

File Formats: PDF or JPG (Note: where possible ads should be submitted as CMYK.)

We cannot open Microsoft Word or Publisher documents.

Ad file size: 300 DPI (resolution/quality)

Color: CMYK OR GRAYSCALE ONLY

**Give out almost 90,000
business cards a year!**

Call (307)326-8311
to get your business card noticed
today!

THE **SARATOGA SUN**

Get Noticed.
Call (307) 326-8311

Don't just wait for something to happen...
**Let The Saratoga Sun shed
light on your business!**



**This space can
be yours!**
\$16.²⁵ per week
(10 week minimum)

Get Noticed.
Call (307) 326-8311

Shed some light on your business!

Advertise in the Saratoga Sun's
Business Directory today!

Just \$16.25 a week

THE **SARATOGA SUN**

Get Noticed.
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Don't just wait for something to happen...
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THE **SARATOGA SUN**

2 column by 2 inches
(3.706" _{Wide} by 2" _{High})
\$37

2 columns by 3 inches
(3.706" _{Wide} by 3" _{High})
\$55.50

2 columns by 4 inches
(3.706" _{Wide} by 4" _{High})
\$74

File Formats: PDF or JPG

Please note: We cannot open Microsoft Word or Publisher documents.

Ad file size: 300 DPI (resolution/quality)

Color: CMYK OR GRAYSCALE

Ads: \$9.25 per column inch

Phone: 307-326-8311

email: ads.saratogasun@gmail.com

FAX: 307-326-5108

**Classified box ads are
black and white ads**

\$9.25 per column inch

Ad sizes vary from 2 column by 1 inch
to a full page.

For the cost of the ad, take the number
of columns multiplied by the number of
inches. Multiply that by \$9.25.

Examples

# of Columns	x # inches tall	= # of column inches	x \$9.25 (B&W) =
2	5	20	\$185
6	4	24	\$222

**Columns in the Classified, Business Card and Public Notice
sections are 1.76 inches wide with a 0.1875" gutter.*

***Columns in the main paper are 1.76 inches wide with a
0.1875" gutter.*

Saratoga Sun

116 East Bridge Avenue

P.O. Box 489

Saratoga, WY 82331

phone: (307) 326-8311

fax: (307) 326-5108

e-mail: ads.saratogasun@gmail.com

web: www.saratogasun.com

2 columns by 2 inches
(3.706" _{Wide} by 2" _{High})
\$37 Black and White
\$41 Color

2 columns by 3 inches
(3.706" _{Wide} by 2" _{High})
\$55.50 Black and White
\$61.50 Color

2 column by 4 inches
(3.706" _{Wide} by 4" _{High})
\$74 Black and White
\$82 Color

File Formats: PDF or JPG

Please note: We cannot open Microsoft Word or Publisher documents.

Ad file size: 300 DPI (resolution/quality)

Color: CMYK OR GRAYSCALE

Black and White Ads:

- **Quarter page ad = \$277.50**
11.5 inches wide by 5 inches tall
- **Half page ad = \$582.75**
11.5 inches wide by 10.5 inches tall
- **Full page ad = \$900 Discounted Rate!**
11.5 inches wide by 20.5 inches tall

Color Ads:

- **Quarter page ad = \$307.50**
11.5 inches wide by 5 inches tall
- **Half page ad = \$645.75**
11.5 inches wide by 10.5 inches tall
- **Full page ad = \$950 Discounted Rate!**
11.5 inches wide by 20.5 inches tall

For the cost, take the number of columns multiplied by the number of inches. Multiply that by \$9.25 or \$10.25 for the cost of the ad.

**(# of columns x # inches) x \$9.25 =
cost of ad**

Columns are 1.76 inches wide with a .1875" gutter.

Examples:

2 columns is 3.706 inches wide
3 columns is 5.65 inches wide
6 columns is 11.5 inches wide

Saratoga Sun

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****Dates may be subject to change****

Special Section

Spring Sports Preview
International Women's Day
"Hats Off to Ag"
2022 Platte Valley Adventures
Graduation Edition
Back to School
Fall Sports Preview
Carbon County Fair Scrapbook
Hunting Edition
Salute to Veterans
2024 Sno-Rag
Christmas Candle
Winter Sports Preview
2023 Letters to Santa

Deadline

February 24
March 3
March 17
April 14
May 19
July 28
August 18
August 25
August 29
November 3
October 18
November 17
December 2
December 16

Publication

March 3
March 9
March 23
May 5
May 25
August 3
August 24
August 31
September 1
November 9

November 23
December 7
December 22

Events

Sierra Madre Winter Carnival
Saratoga Skijoring Races
Frozen Fore - Ice Golf
Ben Romios Memorial Poker Run
Wyoming Open
Woodcutters Jamboree
Saratoga Days
Platte River Rodeo
Grand Encampment Cowboy Gath
Sierra Madre Muzzleloaders Moun
Encampment Community BBQ &
Bullfest
Steinly Cup Microbrewfest
Riverside Party Day
Party on the Platte
Copper Days
Halloween Walk
Christmas Parade/Winter Wonder
Festival of Trees

Deadline

January 19	
January 27	
February 10	
February 10	
March 23	
TBD	
TBD	
TBD	
TBD	
ndezvous	TBD
Park	TBD
TBD	
TBD	
TBD	
TBD	
TBD	
October 20	
TBD	
TBD	

Date of Event

January 26-27
February 3-4
February 18
February 19
April 6-7

October 26

***Call ads sales for more information
307-326-8311 or Email: ads.saratogasun@gmail.com***



Reach for the Sun and the rest of Wyoming with the Wyoming Press Association's Ad Network!

**By advertising in the Saratoga Sun and 40 other
papers, you will reach more than
240,000 readers with just *ONE* ad.**

A 2x2 statewide ad costs you less than \$14 per newspaper,
A 2x4 statewide ad costs you less than \$30!

Want to start smaller? For just half the cost, you can target the Western,
Eastern or Northern regions of Wyoming for targeted advertising.

How can you afford NOT to reach across the state?

**Get started today and watch your reach grow!
For more information, contact:**

Virginia Parker or Gary Honodel
ads.saratogasun@gmail.com or 307-326-8311

**From Jackson to Cheyenne
and Gillette to Evanston, get your
ad out there with the help of the
Saratoga Sun!**
