



Ad Deadline: Noon Monday  
 Open Rate: \$8 per column inch  
 116 E. Bridge St.  
 Saratoga, WY 82331  
 (307) 326-8311  
 Fax: (307) 326-5108  
 General Manager: Keith McLendon

### Advertising Representative

Madeline Weiss, (307) 326-8311, sunnews@union-tel.com

### Graphic Design

Keith McLendon, (307) 326-8311, sunads@union-tel.com

### Pricing: \$8 per column inch

Multiply the number of columns by the number of inches  
 (2 columns by 7 inches = 14 column inches).

Then multiply the rate by the number of column inches  
 (14 x \$8 = \$112.00)

### Color Pricing: \$9.50 per column inch

Multiply the number of columns by the number of inches  
 (2 columns by 7 inches = 14 column inches).

Then multiply the rate by the number of column inches  
 (14 x \$9.50 = \$133)

### 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.

### Business Directory

Business Directory ads run for a minimum of 10 weeks. The context of the ad can change after the first 10 weeks, but not more often than every 4 weeks.

Business card size	\$16 per week
Double business card size	\$32 per week
Half business card size	\$9 per week

### Classified Ads

\$8 for the first 15 words, 20 cents per word after 15.

Prepayment or existing account required.

Advertisers must provide mailing address, physical address and phone number.

### Legal and Public Notices

\$8 per column inch.

An affidavit for legal notices is provided at no extra cost.

### Website rates

	Cost/monthly	size
Top Banner	\$45	250x90 pixels
Bottom Banner	\$30	650x90 pixels
Right side box top	\$50	310x255
Right side box center	\$50	310x255
Right Side box bottom	\$50	310x255

Display Ad Sizes	
	Inches Wide
1 column	1.8778
2 columns	3.8806
3 columns	5.8834
4 columns	7.8862
5 columns	9.888

Classified Display Ad Sizes	
1 column	1.544
2 columns	3.213
3 columns	4.882
4 columns	6.551
5 columns	8.22
6 columns	9.888

**File Formats:** PDF, EPS, high quality JPG, TIFF (Note: Color ads made in Photoshop should be submitted as CMYK/JPG.)

**Images:** 300 DPI at print size

**Color:** CMYK or grayscale only. Convert RGB or spot colors to CMYK. Define black as C0-M0-Y0-K100

### Inserts

1 page standard/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!