

The Wyoming Connection

Deadlines and Ad Rates

Rates Effective 11-1-09

Quarterly Ad Rates

	Member	Non-Member
Business Card	\$65	\$75
¼ Page - B&W	\$140	\$165
¼ Page – color	\$240	\$275
½ Page - B&W	\$180	\$220
½ Page – Color	\$310	\$350
Full Page - B&W	\$350	\$380
Full Page – Color	\$485	\$670
Inside cover - (front/back) ½ page color	\$385	\$535
Inside cover - Full page color	\$620	\$770
Back cover - 2/3 page color	\$620 sold	\$770

To submit an ad: E-mail to warws@warws.com a high-resolution (preferably at or above 300 dpi) .tiff, or .eps file in Black & White or Grayscale. If using a color ad - CMYK only.

Quarterly Deadlines	Mechanical Specifications														
<p>Winter Issue, published in January - December 1st</p> <p>Spring Issue, published in April - March 1st</p> <p>Summer Issue, published in July - June 1st</p> <p>Fall Issue, published in October - September 1st</p>	<table border="1"> <thead> <tr> <th>Ad Size</th> <th>Width x Height</th> </tr> </thead> <tbody> <tr> <td>Full Page</td> <td>7" x 9 7/8"</td> </tr> <tr> <td>Back Cover</td> <td>7 1/2" x 7 1/2"</td> </tr> <tr> <td>Half Page Horizontal</td> <td>7" x 4 3/4"</td> </tr> <tr> <td>Half Page Vertical</td> <td>3 3/8" x 9 7/8"</td> </tr> <tr> <td>Quarter Page</td> <td>3 1/2" x 4 3/4"</td> </tr> <tr> <td>Business Card</td> <td>3 1/2" x 2"</td> </tr> </tbody> </table>	Ad Size	Width x Height	Full Page	7" x 9 7/8"	Back Cover	7 1/2" x 7 1/2"	Half Page Horizontal	7" x 4 3/4"	Half Page Vertical	3 3/8" x 9 7/8"	Quarter Page	3 1/2" x 4 3/4"	Business Card	3 1/2" x 2"
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Web Site Advertising

“Banner Ads” FOR MEMBERS ONLY now available on our web site
 1” x 2” logo links to your web site – 29,000+ unique visitors annually
 4 Ads only per page. (1st come, 1st choice)

Pages most visited:	Rate per month
Jobs	\$45
News	\$40
Links	\$35
Staff contacts	\$30
About us	\$25
Training offered	\$20

Discounts: 5% if you place your ad on any 4 pages or 10% for all 6 pages