



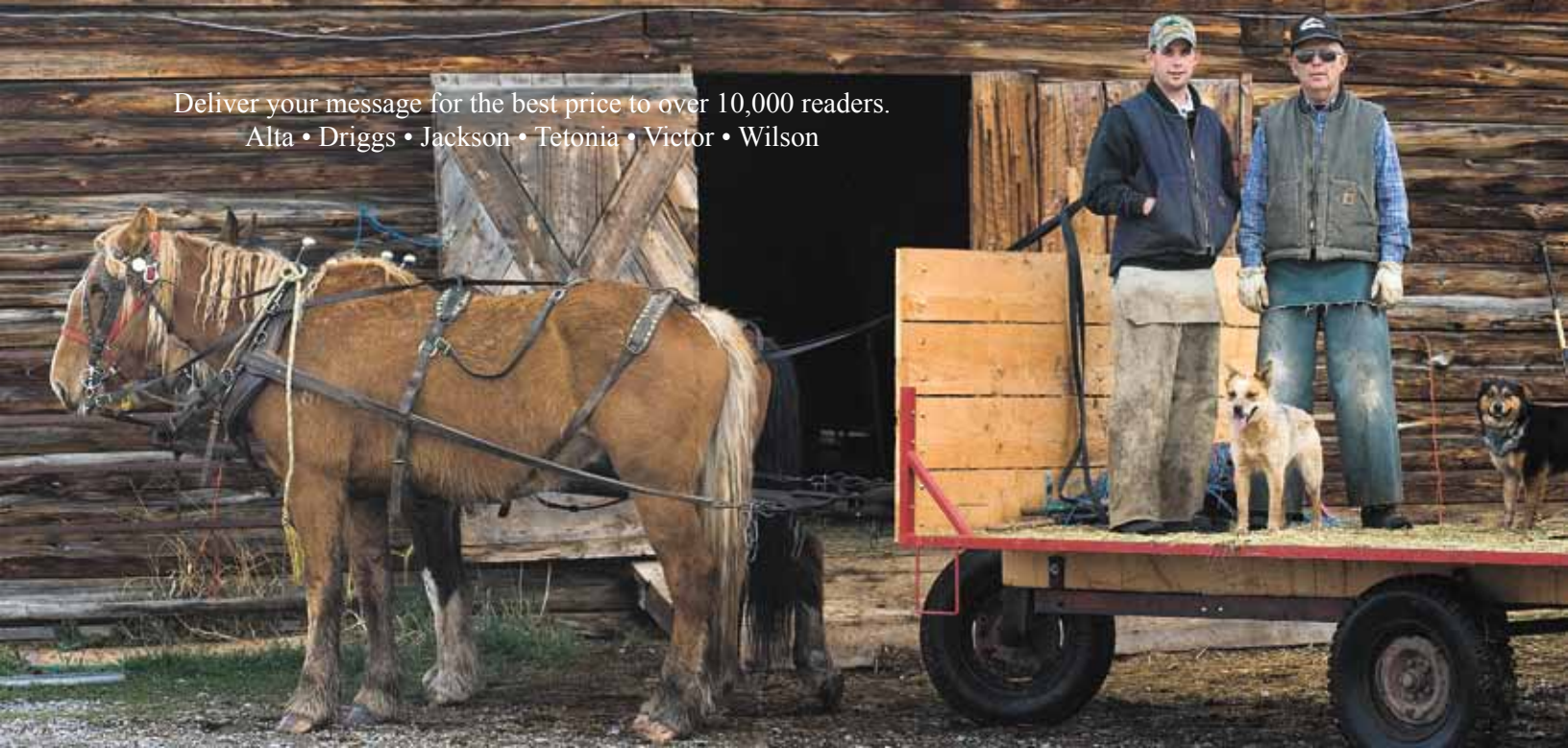
teton valley's
1 local news
source

▶ Alta ▶ Driggs ▶ Jackson ▶ Tetonian ▶ Victor ▶ Wilson



valleycitizen

Deliver your message for the best price to over 10,000 readers.
Alta • Driggs • Jackson • Tetonia • Victor • Wilson



Publications

Valley Citizen

The only FREE weekly news paper covering local news in Teton Valley Idaho. 52 issues a year.

Music on Main Program Guide

6000 FREE music festival programs passed out at every free weekly concert.

Teton County Fair Book

3000 FREE fair programs distributed in the paper and at the fair.

Special Sections

Avalanche awareness

Valentines day

Womens issue

Mud season

Mothers day/ Cinco de mayo

Fathers day/ Fly fishing

Music on main book

Fair book

Off peak (fall) guide/ Hunting

Halloween

Black friday

Gift Guide



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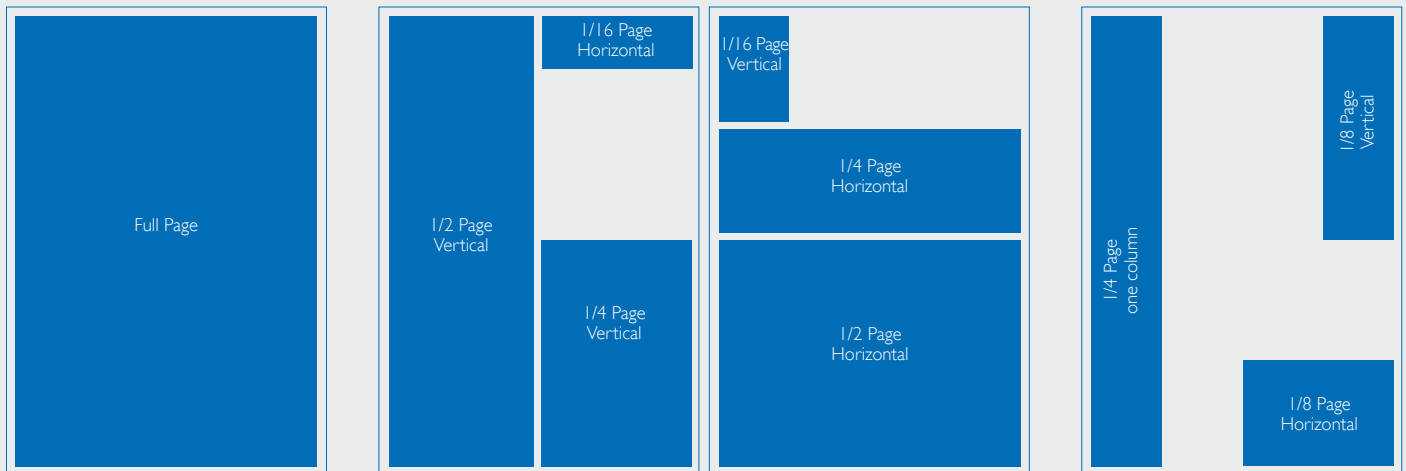


2011 DISPLAY ADVERTISING RATES

BLACK & WHITE						
PAGE SIZE	Open (1x)	4 Weeks	13 Weeks	26 Weeks	52 Weeks	Non-profit
%SAVED		5%	15%	25%	35%	30%
1/16 of a page	\$48	\$45.60	\$40.80	\$36	\$31.20	\$33.60
1/8 of a page	\$86	\$81.70	\$73.10	\$64.50	\$55.90	\$60.20
1/4 of a page	\$158	\$150.10	\$134.30	\$118.50	\$102.70	\$110.60
1/2 page	\$300	\$285	\$255	\$225	\$195	\$210
Full page	\$570	\$541.50	\$484.50	\$427.50	\$370.50	\$399

COLOR						
PAGE SIZE	Open (1x)	4 Week	13 Weeks	26 Week	52 Weeks	Non-profit
%SAVED		5%	15%	25%	35%	30%
1/16 of a page	\$56	\$53.20	\$47.60	\$42	\$36.40	\$39.20
1/8 of a page	\$102	\$96.90	\$86.70	\$76.50	\$66.30	\$71.40
1/4 of a page	\$190	\$180.50	\$161.50	\$142.50	\$123.50	\$133
1/2 page	\$365	\$346.75	\$310.25	\$273.75	\$237.25	\$255.50
Full page	\$696	\$661.20	\$591.60	\$522	\$452.40	\$487.20

DISPLAY ADVERTISING DIMENSIONS



Full Page.....10.167 in x 15.833 in (61p x 95p)

1/2 Page Vertical.....5 in x 15.833 in (30p x 95p)

1/2 Page Horizontal.....10.167 in x 7.833 in (61p x 47p)

1/4 Page Vertical.....5 in x 7.833 in (30p x 47p)

1/4 Page Horizontal.....10.167 in x 3.833 in (61p x 23p)

1/4 Page one column.....2.415 in x 15.833 in (14p6 x 95p)

1/8 Page Horizontal.....5 in x 3.833 in (30p x 23p)

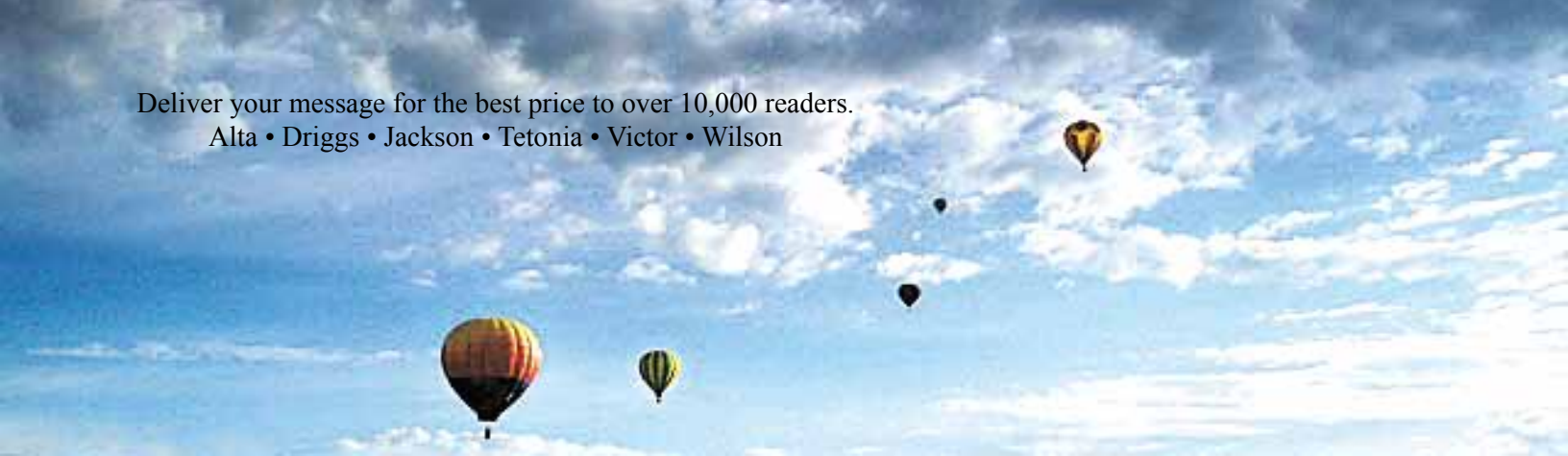
1/8 Page Vertical.....2.415 in x 7.833 in (14p6 x 47p)

1/16 Page Horizontal.....5 in x 1.833 in (30p x 11p)

1/16 Page Vertical.....2.415 in x 3.833 in (14p6 x 23p)

• For advertising information, please call 354-NEWS(6397) or email adsales@valleycitizen.com.

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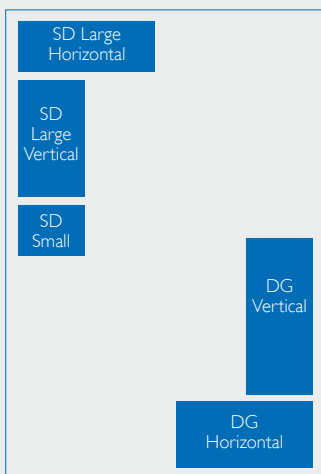


2011 SIGNATURE ADVERTISING RATES 4 week minimum

* These ads include a free listing online with link.

Signature Ad Size	4 Week	Pre Pay
Dining Guide	\$25	15% off
Service Directory Small	\$18.20	15% off
Service Directory Large	\$28	15% off

SIGNATURE ADVERTISING DIMENSIONS 4 week minimum



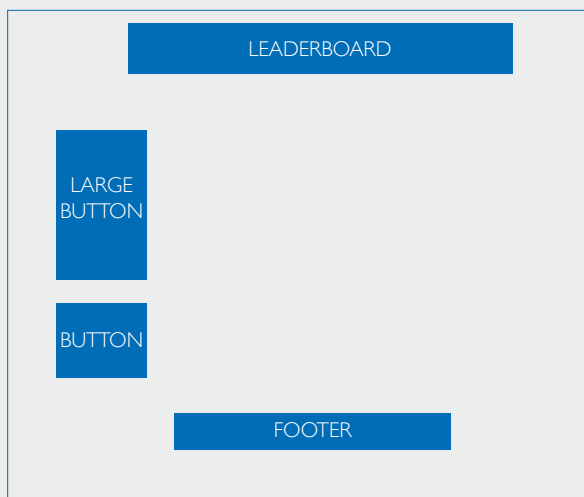
SERVICE DIRECTORY

- Service Directory Small.....2.417 in x 1.833 in (14p6 x 11p)
- Service Directory Large Vertical.....2.415 in x 3.833 in (14p6 x 23p)
- Service Directory Large Horizontal.....5 in x 1.833 in (30p x 11p)

DINING GUIDE

- Dining Guide Vertical.....1.898 in x 4.7 in (11p6 x 28p3)
- Dining Guide Horizontal.....3.95 in x 2.25 in (23p8 x 13p6)

WEB ADVERTISING DIMENSIONS



Location:	One Rotation / Permanent Placement	
Leaderboard.....728 x 90	\$70	\$200
Large Button.....180 x 320	\$45	\$125
Button.....180 x 150	\$35	\$95
Footer.....468 x 60	\$25	\$70
Dining Guide / Service Directory	Free to Print advertisers	

INFORMATION

- Inserts \$90 per 1000 papers. A weekly average of 2500+ are distributed.
- Reserved ad placements are based on availability and granted with a 15% surcharge added to display rates.
- Ad Deadline – Monday, 4pm
- For advertising information, please call 354-NEWS(6397) or email adsales@valleycitizen.com.

2011 SPECIAL SECTION CALANDER

MONTH	TOPIC	ISSUE DATE	SPACE RESERVATION	ART DEADLINE
JANUARY (2012)	AVALANCHE AWARENESS	1/11/12	1/4/12	1/9/12
FEBRUARY	VALENTINES DAY	2/9/11	2/2/11	2/7/11
MARCH	WOMENS ISSUE	3/9/11	3/2/11	3/7/11
APRIL	MUD SEASON	4/6/11	3/30/11	4/4/11
MAY	MOTHERS DAY/ CINCO DE MAYO	5/4/11	4/27/11	5/2/11
JUNE	FATHERS DAY/ FLY FISHING	6/15/11	6/8/11	6/13/11
JULY	MUSIC ON MAIN BOOK	6/15/11 - 8/11/11	5/11/11	5/20/11
AUGUST	FAIR BOOK	7/27/11 - 8/14/11	7/1/11	7/8/11
SEPTEMBER	OFF PEAK (FALL) GUIDE/ HUNTING	9/14/11	9/7/11	9/12/11
OCTOBER	HALLOWEEN	10/26/11	10/21/11	10/24/11
NOVEMBER	BLACK FRIDAY	11/16/11	11/11/11	11/14/11
DECEMBER	GIFT GUIDE	12/7/11	12/2/11	12/5/11

Special Sections:

January's Avalanche Awareness:

This section brings together educational editorials and pertinent Avalanche Class schedules, AVI gear, ski shops, resorts, nonprofit efforts in Teton Valley and surrounding areas. As well as all winter outdoor recreation opportunities, venues, and events. Let our avid outdoor enthusiast know of your winter sport offerings.

February: Valentine's Day: A Suite for my Sweet

This section showcases love letters sent in by our readers for a chance to win a night's stay at Teton Springs Resort including a free dinner for 2. Advertise your Valentine's Day specials, gifts, menus, etc. in this issue!

March: Women's History Month

With exceptional stories of triumphant women in Teton Valley, give thanks to wonderful women coaches, employees, teachers, and anything involving women!

April: Mud Season

What to do when the snow is melting and you need to gear up for summer. Indoor activities, events, get in shape for summer, all things related to what to do in the Mud Season. Advertisers should push for services relating to Spring Cleaning, fitness, Outdoor Gear, Mud Boots, and anything to make the most of summer time.

May: Gardening with a Green Thumb

June: Fly Fishing

Angler's tales and stunning photojournalism complement this section on the best fishing in the country. Outfitters, lodging, restaurants, and all businesses that are eager to draw attention to this industry's tourism will benefit by advertising in this section.

July: Our 3rd Annual Music on Main Playbill

This high quality 8x5.5 inch aqueous program guide feature the summer's talent at the annual Teton Valley Foundation's Free weekly event on Thursday nights in Victor Park. Drawing crowds of 2500+ each week, this program is the opportunity of the summer to get your message out! Distributing 5000 from Idaho Falls to Pinedale, this is the event not to be missed. Deadline for ad space is on May 11th. If interested, please contact us today!

August: Teton County Idaho Fair Program

The Valley Citizen is producing the 2011 Fair Program and there is no better place to show your support for the youth of Teton County. Featuring editorial on several events and a collection of great photos from previous years, don't miss showing your business's support for these hard working participants.

September: Off Peak Guide

When the warm weather disappears and it seems like winter couldn't arrive fast enough for those jones-ing to make powder turns, this section will showcase all there is to do in the "Off Season". Great hikes, restaurants, hot springs, entertainment, winterizing your home, preparing for the snow, etc. This award winning section is sure to capture everyone's attention.

October: Halloween

Lets readers know of your Spooky offers

November: Black Friday Section

The busiest shopping day of the year deserves your attention. Why not market to those planning ahead for all their Christmas shopping and brand your business for the holidays.

December: Gift Guide

A unique section featuring a few of the latest gift giving trends, this is the perfect time to market your Holiday Deals and draw customers into your door and onto your website.

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DISTRIBUTION LOCATIONS

Jackson:

Albertsons • JH Organic • Pearl Street Bagels • Pearl Street Meat & Fish Co.

Wilson:

Wilson Gas-Exxon Mobile • Pearl Street Bagels

Victor:

Victor Gateway-Chevron • Suba • VictorValley Market • Evergreen-Phillips 66 • Victor Emporium
Cheeseburger Factory • Teton Spirits • Sun Dog Café • Local Jo • Teton Springs Lodge & Spa
Teton Bean/Spoons • Timberline Bar & Grill

Driggs

The Beverage Shoppe • Broulins • Barrels & Bins • Corner Drug • Basin-Phillips 66 • Kwik Way-Sinclair
Basin II-Chevron • Warbirds Cafe • Milk Creek Grille • Pendl's Bakery • Dark Horse Books • Cocoa
Grove • Super 8 • Best Western(seasonal) • Coffee on the Fly • Silver Star Wireless • Coyote Jayne's
Kings Discount Store • ORourke's

Tetonia:

North Country Store-Phillips 66 North End Bar & Grille Teton Mtn.View Lodge

Alta:

Grand Targhee Resort