

Our Paper

The Powell Tribune reaches over 10,000 readers twice weekly, most of which are right here in Park County.

Founded in 1909, we have long been dedicated to reporting local news, sports and events. With each edition we strive to inform and promote our community.

The Tribune is published and delivered every Tuesday and Thursday. We print on Monday and Wednesday each week.



Dave Bonner

PUBLISHER

DAVE@POWELLTRIBUNE.COM



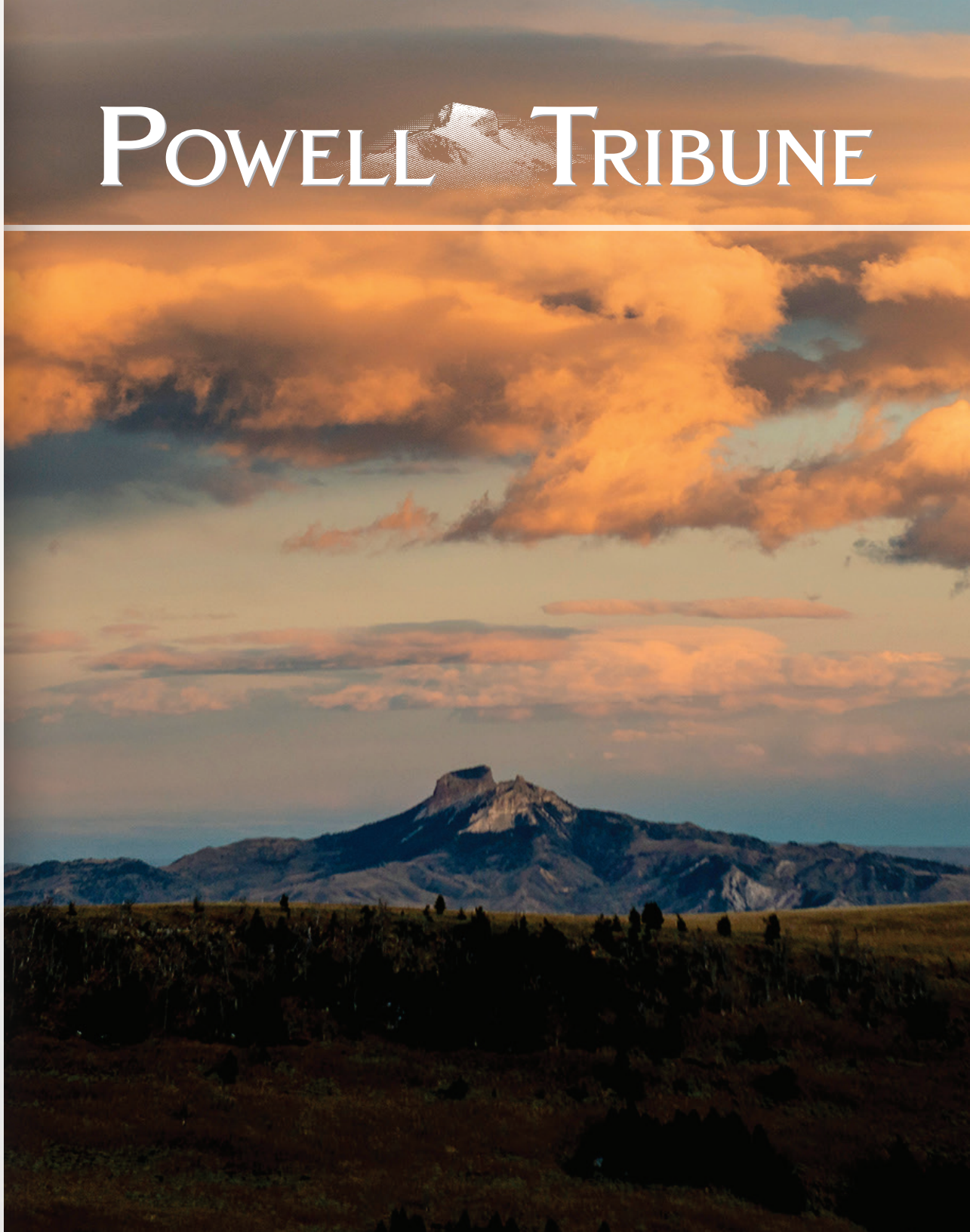
Toby Bonner

ADVERTISING
& GENERAL MANAGER

TOBY@POWELLTRIBUNE.COM

128 S. Bent St. | 307.754.2221
www.PowellTribune.com

POWELL TRIBUNE



2023 Ad Sizes & Rates

FULL PAGE
11.5" x 21"
\$1,795.50

HALF PAGE
11.5" x 10.5"
\$897.75

1/8 PG
5.75" x 5"
\$213.75

1/4 PG
5.75" x 10.5"
\$448.88

2x2 | \$57
3.75" x 2"

2x3 | \$85.50
3.75" x 3"

2x4 | \$114
3.75" x 4"

2x5 | \$142.50
3.75" x 5"

Our marketing team has decades of experience and is dedicated to helping promote businesses and events.

They will help maximize your reach while staying within your budget.

Local/Area rate..... **\$14.25**/COL. IN
Wyoming rate..... **\$16.25**/COL. IN
National rate..... **\$32.50**/COL. IN
Full Color..... **\$100** ADDITIONAL
Spot Color..... **\$50** ADDITIONAL



Toby Bonner



Ashley Stratton
Lauritzen



Tera Woods

307.754.2221 | toby@powelltribune.com
ashley@powelltribune.com | tera@powelltribune.com



2023 Ad Specifications

Our consultation and design services focus on the customer. When it comes to marketing, our award-winning creative team will work with you from concept to design in order to meet your marketing needs. We can help develop brands and winning strategies to reach your audience.

You can trust our experienced design team to create ads that are eye-catching and high quality.

Provided Images & File Types:

- All images should be 300 DPI
- **EPS** and **PDF** files are preferred for logos

Pre-built ads:

If you design your own ads, please do the following to ensure the best possible print quality:

Color:

- All ads must be built using 4-color process CMYK
- All blacks must be **standard black** – No rich black
(EG: Standard black is: C=0, M=0, Y=0, K=100, NOT: C=50, M=40, Y=40, K=100)

Format

- All ads should be provided as a **PDF** file
 - Proof carefully – We cannot guarantee that our team will be able to make changes to pre-built ads
 - Please do not include registration marks
-

Deadlines:

12:00 (noon) Friday for Tuesday edition

12:00 (noon) Tuesday for Thursday edition



2023 Special Sections

January:

- First Baby Promotion
Deadline: Dec. 29 | **Publish:** Jan. 3
- Full Page Blowout Sale
Deadline: Dec. 29 | **Publish:** Jan. 5-26
- Bridal Edition
Deadline: Jan. 18 | **Publish:** Jan. 26

February:

- Valentine Promotions
Deadline: Jan. 31 | **Publish:** Feb. 2, 7, 9, 14
- National FFA Week Ag Edition
Deadline: Feb. 14 | **Publish:** Feb. 21

March:

- Barnyards to Backyards
Deadline: March 7 | **Publish:** March 16
- Spring Sports Preview
Deadline: TBA | **Publish:** TBA

April:

- Easter Promotions
Deadline: March 30 | **Publish:** April 4, 6, 11, 13
- Spring Home Improvement
Deadline: April 17 | **Publish:** April 27



May:

- Summer Visitor Guide
Deadline: April 24 | **Publish:** May 26
- Graduation Edition
Deadline: May 2 | **Publish:** May 16
- Memorial Day Promotions
Deadline: May 15 | **Publish:** May 23, 25
- Spring Health & Fitness
Deadline: May 17 | **Publish:** May 25

June:

- Dining & Entertainment Guide
Deadline: May 23 | **Publish:** June 8
- Tribune Tails
Deadline: June 13 | **Publish:** June 20
- July 4th Promotions
Deadline: June 16 | **Publish:** June 20, 22, 27, 29

July:

- Park County Fair Edition
Deadline: July 17 | **Publish:** July 25



2023 Special Sections



August:

- Barley, Beans & Bales
Deadline: July 20 | **Publish:** Aug. 10
- Back to School
Deadline: Aug. 9 | **Publish:** Aug. 17
- Sportsman's Guide
Deadline: Aug. 21 | **Publish:** Aug. 31

September:

- Paint the Town Red
Deadline: TBA | **Publish:** TBA
- Beets, Tops & Livestock
Deadline: Sept. 13 | **Publish:** Sept. 21
- Homecoming
Deadline: TBA | **Publish:** TBA

October:

- Fire Prevention Week (Oct. 8-14)
Deadline: Oct. 2 | **Publish:** Oct. 10
- School Bus Safety Week (Oct. 15-21)
Deadline: Oct. 9 | **Publish:** Oct. 17
- Fall Home Improvement
Deadline: Oct. 9 | **Publish:** Oct. 19
- Poweloween/Halloween
Deadline: Oct. 24 | **Publish:** Oct. 26

November:

- Winter Car Care
Deadline: Oct. 26 | **Publish:** Nov. 2
- Veterans Day Promotions
Deadline: Nov. 6 | **Publish:** Nov. 9
- Sample the Season (Nov. 16)
Deadline: Nov. 10 | **Publish:** Nov. 14
- Thanksgiving Promotions (Nov. 23)
Deadline: Nov. 10 | **Publish:** Nov. 14, 16, 21
- Black Friday Promotions (Nov. 24)
Deadline: Nov. 17 | **Publish:** Nov. 21
- ChristmasFest (Dec. 1, 2)
Deadline: Nov. 24 | **Publish:** Nov. 28, 30



December:

- Winter Sports Preview
Deadline: TBA | **Publish:** TBA
- Winter Health & Wellness
Deadline: Nov. 30 | **Publish:** Dec. 7
- Community Calendar
Deadline: Nov. 1 | **Publish:** Dec. 21
- Christmas Greetings
Deadline: Dec. 11 | **Publish:** Dec. 21
- New Year's Promotions
Deadline: Dec. 22 | **Publish:** Dec. 26, 28



2023 Web Advertising



Unmatched
Local
Reach

- Standard Tile
\$300/Month | 300x250px
- Leaderboard
\$400/Month | 728x90px
- In-Copy Tile
\$250/Month | 300x250px
- Skyscraper
\$600/Month | 300x600px
- Expandable Pencil
\$600/Month | 1170x340px
- Page Curl
\$500/Month | 600x600px
- Weather Sponsor
\$250/Month | 115x90px

With well over a million page views per year, a web tile on our site can help drive valuable traffic to your own site. We can help strengthen your web presence.

State & national rates: Add 15% per month

elevē11 Increase your reach on
COUNTY CONNECTION social media \$100/Month

By joining, your social media posts will appear on our widget at www.powelltribune.com. Use our web traffic to increase your audience by leaps and bounds.



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2023 Pull-out Inserts

We'll design, print & insert

Let our experienced design team create a letter size flyer that's sure to grab the attention of anyone reading the Tribune.

- 2-Sided Color\$1,200
- 2-Sided Black & White\$700

3,250 inserted into every subscriber's Powell Tribune

- Due to supply chain issues, above pricing is dependent on paper cost and availability at the time an order is placed. Current quotes are valid for 30 days. Call for details.

Our Design Team:



Steve Johnston



Carla Wensky



Gary Staebler

Client-provided inserts

- \$300 3,250 copies
- Deadlines 10am Thursday for Tuesday editions
10am Monday for Thursday editions
- State & national rates: Add 15% per insert

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Create a lasting impression

Our team knows the importance of a strong brand and is here to help you develop and promote yours. A high quality promotional product is something your customers can hold onto and use for years to come while being positively reminded with each use of precisely where they received it.

With thousands of products to choose from, we can help you find a product to effectively promote your business or event.

Promotional Products



Our creative marketing team is ready to help you create lasting impressions

powelltribune.espwebsite.com

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