

# The Wyoming Connection

## Deadlines and Ad Rates

Rates Effective 11-1-11

### Quarterly Ad Rates

	Member	Non-Member
Business Card	\$75	\$105
Business Card – color	\$90	\$120
¼ Page - B&W	\$150	\$180
¼ Page – color	\$250	\$280
½ Page - B&W	\$190	\$250
½ Page – Color	\$320	\$375
Full Page - B&W	\$360	\$420
Full Page – Color	\$495	\$710
Inside cover - (front/back) ½ page color	\$395	\$560
Inside cover - Full page color	\$630	\$820
Back cover - 2/3 page color	<del>\$630</del> <b>sold</b>	<del>\$820</del>

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

<b>Quarterly Deadlines</b>	<b>Mechanical Specifications</b>														
Winter Issue, published in January - December 1st Spring Issue, published in April - March 1st Summer Issue, published in July - June 1st Fall Issue, published in October - September 1st	<table border="0"> <thead> <tr> <th style="text-align: left;">Ad Size</th> <th style="text-align: right;">Width x Height</th> </tr> </thead> <tbody> <tr> <td>Full Page .....</td> <td style="text-align: right;">7" x 9 7/8"</td> </tr> <tr> <td>Back Cover .....</td> <td style="text-align: right;">7 1/2" x 7 1/2"</td> </tr> <tr> <td>Half Page Horizontal .....</td> <td style="text-align: right;">7" x 4 3/4"</td> </tr> <tr> <td>Half Page Vertical .....</td> <td style="text-align: right;">3 3/8" x 9 7/8"</td> </tr> <tr> <td>Quarter Page .....</td> <td style="text-align: right;">3 1/2" x 4 3/4"</td> </tr> <tr> <td>Business Card .....</td> <td style="text-align: right;">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 Advertising

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