

The Wyoming Connection

Deadlines and Ad Rates

Rates Effective 11-6-15

2016 Quarterly Ad Rates

	Member	Non-Member
Business Card	\$100	\$140
Business Card – color	\$115	\$160
¼ Page - B&W	\$190	\$240
¼ Page – color	\$290	\$340
½ Page - B&W	\$230	\$315
½ Page – Color	\$360	\$455
Full Page - B&W	\$400	\$500
Full Page – Color	\$535	\$820
Inside cover - (front/back) ½ page color	\$435	\$660
Inside cover - Full page color	\$670	\$860
Back cover - 2/3 page color	\$670 sold	\$860

To submit an ad: E-mail to warws@wyoming.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.

Quarterly Deadlines	Mechanical Specifications
Winter Issue, published in January - December 1st	Ad Size
Spring Issue, published in April - March 1st	Width x Height
Summer Issue, published in July - June 1st	Full Page 7" x 9 7/8"
Fall Issue, published in October - September 1st	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"

Web Advertising

Contact Pam Blasetti, Group Publisher Naylor LLC
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