

Media Kit

AND GENERAL SALES INFORMATION



**“Gillette’s Choice
for News”**

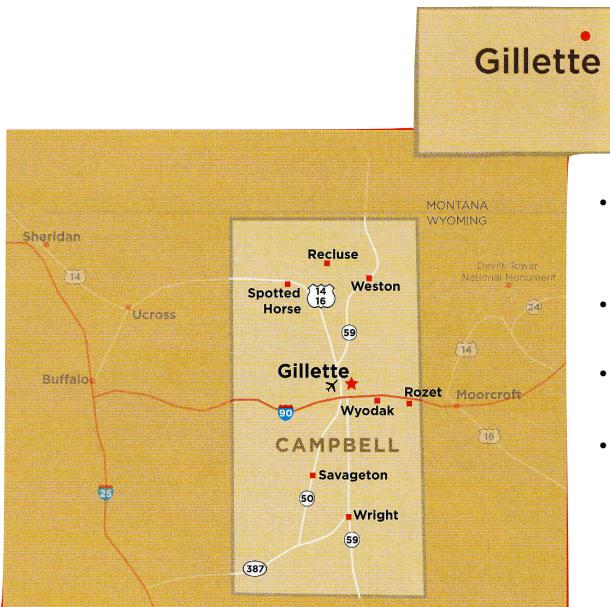
Source: 2010 City of Gillette Citizen Survey

Gillette News Record

1201 West Second St.
P.O. Box 3006, Gillette, WY 82717
Phone: (307) 682-9306, Ext. 4
Fax: (307) 686-9306
www.gillettenewsrecord.com
e-mail: newsad@vcn.com

Energy Drives Campbell

Gillette is The Energy Capitol of the Nation.



• In 2009, Campbell County produced more than \$3 billion of surface coal, \$340 million of natural gas and more than \$293 million of crude oil.

Population

(2010 Census)

Campbell County: 46,133

Gillette: 29,087

Wright: 1,807

location

Campbell County is in northeastern Wyoming, between the Big Horn Mountains and the Black Hills.

beginnings

Campbell County was established in 1911. It is home to the cities of Gillette and Wright, along with the unincorporated communities of Recluse and Rozet. The county seat of Gillette is named for 1890s railroad surveyor Edward Gillette.

It's not just a slogan.
Here are the facts:

- Nearly one in six Wyoming workers are directly or indirectly employed in coal development.
- Wyoming ranked seventh in production of crude oil and second in natural gas production during 2010, with Campbell County being its leading crude oil producer.
- The county mines more than one-fourth of all American coal from the Powder River Basin.
- Coal produces 50 percent of the nation's electricity, and more than 40 percent of that coal is from Wyoming.
- An average of 85 trains move coal out of the Powder River Basin daily.

Community Profile

HOUSEHOLD INFORMATION

Age: 31 (Median Resident Age)
28% (Age 19 and Under)
52.7% (Age 20-54)
16.5% (Age 55 and Over)

MALE/FEMALE RATIO:

16,512 (Male)
15,285 (Female)

COST OF LIVING

\$78,975 (Median Household Income)
\$208,800 (Median Home Price)
\$717 (Median Rent for a 2-bedroom Apartment)

TRANSPORTATION

17 minutes (Median Travel Time to Work)

UNEMPLOYMENT RATE

4.1% (as of Aug. 2014)

TAXES

5% Campbell Co. and State Sales Tax

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GNR

Publication

The Gillette News Record - Sunday Total Circulation with newsstands and homes

CITY	QUANTITY
Gillette, 82716, 82717, 82718	5100
Rozet, 82727	103
Moorcroft, 82721	214
Mailed & Misc.	175
Total	5592

The Gillette News Record - Daily Total Circulation with newsstands and homes

CITY	QUANTITY
Gillette, 82716, 82717, 82718	4164
Rozet, 82727	105
Moorcroft, 82721	134
Mailed & Misc.	129
Total	4532

Gillette Advertiser (Total Market Coverage) Wednesday

CITY	HOME DELIVERY	NEWS RACKS
Gillette	6465	2570
Rozet		75
Moorcroft		75
Pine Have		50
Recluse		15
Savageton		10
Biddle & Broadus		80
Total	6465	2875
Grand Total		9340

Advertising Agencies

Accredited advertising agencies will be charged the commissionable rate. We do NOT accept 2% cash discount. The Gillette News Record accepts all SAU retail display ad sizes.

Advertising Policy

All display ads must be a minimum of 2 inches. Ads ordered in excess of 18 inches deep will be billed as 21 inches deep. No ads will run upside down or sideways. Composition charges may be assessed for any advertisement that is typeset but not published. The Gillette News Record does not accept national liquor advertising unless a local distributor's name is prominently placed in

the ad. Position requests are accepted but not guaranteed.

Cancellations

Display ads must be cancelled by 2 p.m. two days before scheduled insertion date. Special section display ads must be cancelled by noon four days before publication. Pre-printed inserts must be cancelled by noon two days before scheduled insertion dates. Classified line ads must be cancelled by noon the day before publication date. Legals must be cancelled by 5 p.m. three days before publication date. Gillette Advertiser display ads must be cancelled prior to noon Friday.

Color

Ink colors other than black are available for use with display

advertising for a flat rate.. Spot color is \$75, full color is \$175.

Errors

The Gillette News Record will be responsible for the space occupied by an error in an advertisement only if the error materially affects the value of the ad and only if the Gillette News Record is notified of the error within 24 hours of publication.

Holidays

We do not publish on New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day or Christmas Day, unless the holiday falls on a Sunday. If the holiday fall on a Sunday, we publish on Sunday and the following Monday is observed as a holiday with no publication.

Legals

Rate \$7.75 column inch, as specified by Wyoming State Law. All legal advertising will be billed the next half inch if legal notice exceeds a full inch.

Mechanical requirements

The Gillette News Record is printed offset, requiring slicks or re-pro proofs. Halftones should be 65-100 line screens. Glossy black and white prints will be screened to 85 lines by

the Gillette News Record at no cost to the advertiser.

Payments

Cash, check, MasterCard, Visa, American Express and Discover are accepted before the ad runs by the Gillette News Record and will be required if credit has not been established with our company in advance. Customers who have established credit will be billed by the 10th day of every month and payment in full is expected before the last working day of the same month.

Public Service Advertising

Public Service Advertising is available to non-profit organizations as deemed by the Gillette News Record at the rate of \$8.25 per column inch for retail display. Thank you, birthday and anniversary ads will also qualify for the rate if they are personal in nature and not a business promotion.

Inserts

Inserts not quarter folded may be charged a \$175 folding fee.

Display Advertising				
		Classified Display	Retail Display	Annual Inch/Dollars
Open Rate	1	\$11	\$12.25	N/A
Minimum Annual Contract Rate in Dollars	2	\$8.75	\$9.75	250 inches (\$2,437)
	3	\$8.25	\$9.25	500 inches (\$4,625)
	4	\$7.75	\$8.75	1000 inches (\$8,750)
	5	\$7.25	\$8.25	2500 inches (\$20,625)
Public Serve Rate			\$8.25	
National Rate		\$13.25	\$14.50	

Re-run discounts available. Ask for details. Ask for details on color charges. (cyan, magenta, yellow) All display advertising dollars apply toward contract rate. (All above rates except National are net rates.)

Pre-printed Inserts		
Broadsheet	Tabloid Pages	Rate per thousand
2	4	\$60
3	6	\$62
4	8	\$66
5	10	\$70
6	12	\$73
7	14	\$76
8	16	\$78
12	18	\$80
13	20	\$82
14	24	\$84
15	28	\$86
16	32	\$88

Frequency Discounts	
Minimum inserts per year	Discount % per insertion
13	5
26	10
39	15
52	20
Single sheet inserts \$47 per 1,000 (Same rates apply to the Gillette Advertiser)	
\$175 fee may be added to inserts not quarter folded (Tab page based on 168 square inches)	
4 business day deadline, Maximum insert size Gillette News Record 10 inches wide by 11 inches tall Gillette Advertiser 6 inches wide by 11 inches tall	

Classified Advertising	
Classified ad discounts are given for a contracted number of consecutive insertions provided no copy changes are made during the contracted period. The rate structure is shown below.	
Consecutive Insertions	Cost per word per day
1-3 Days	0.37
4-6 Days	0.33
7-14 Days	0.30
15-29 Days	0.26
30+ Days	0.21
Classified ad information may be e-mailed to: classified@gillettenewsrecord.com or placed online at <u>www.gillettenewsrecord.com</u>	

Legal Rate	Other Services	Online Advertising
\$7.75 per column inch. Legal information may be emailed to: legals@gillettenewsrecord.net	Blind boxes are available for classified or display ads at the cost of \$5 per box and \$10 total if replies are mailed to you. All replies will be kept for two weeks.	For information regarding advertising on our Web site, Ask your sales representative, call (307) 682-9306, Ext. 4 or e-mail us at newsad@vcn.com

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www.gillettenewsrecord.com

Measurements & Deadlines

GILLETTE NEWS RECORD ROP			
COLUMN	PICA	INCH	DECIMAL INCH
1	11p	1-7/8"	1.833"
2	23p	3-7/8	3.833"
3	34p6	5-3/4"	5.75"
4	46p6	7-3/4"	7.75"
5	58p	9-5/8"	9.667"
6	70p	11-5/8	11.667"
25" Paper	gutter p9	1/8	0.125

GILLETTE NEWS RECORD CLASSIFIED			
COLUMN	PICA	INCH	DECIMAL INCH
1	8	1-3/8"	1.333"
2	17	2-7/8"	2.833"
4	34p6	5-3/4"	5.75"
6	52p	8-5/8"	8.667"
8	70p	11-5/8	11.667"
25" Paper	gutter p10		0.139

Display Ad Copy Deadlines

Sunday & Monday Deadline is Thursday at 2 p.m.

Tuesday Deadline is Friday 2 p.m.

Wednesday Deadline is Monday at 2 p.m.

Thursday Deadline is Tuesday at 2 p.m.

Friday Deadline is Wednesday at 2 p.m.

Advertiser Deadline Friday Noon

Ad to run Tuesday Deadline 5 p.m. on Friday

GILLETTE NEWS RECORD SMALL SUPPLEMENT			
AD SIZE	PICA	INCH	DECIMAL INCH
h 1/8	29 x 16p6	4-7/8 x 2-6/8	4.833 x 2.75
h 1/4	59 x 16p6	9-7/8 x 2-6/8	9.833 x 2.75
h 1/2	59 x 34	9-7/8 x 5-5/8	9.833 x 5.667
Full Pg	59 x 69	9-7/8 x 11-1/2	9.833 x 11.5
v 1/8	14 x 34	2-3/8 x 5-5/8	2.333 x 5.667
v 1/4	29 x 34	4-7/8 x 5-5/8	4.833 x 5.667
v 1/2	29 x 69	4-7/8 x 11-1/2	4.833 x 11.5
25" Paper	1 pica gutter		0.167"

GILLETTE NEWS RECORD LARGE SUPPLEMENT			
AD SIZE	PICA	INCH	DECIMAL INCH
h 1/8	29 x 18p6	4-7/8 x 3	4.833 x 3.10
h 1/4	59 x 18p6	9-7/8 x 3	9.833 x 3.10
h 1/2	59 x 38	9-7/8 x 6-1/3	9.833 x 6.33
Full Pg	59 x 77	9-7/8 x 13	9.833 x 12.83
v 1/8	14 x 38	2-3/8 x 6-1/3	2.333 x 6.33
v 1/4	29 x 38	4-7/8 x 6-1/3	4.833 x 6.33
v 1/2	29 x 77	4-7/8 x 13"	4.833 x 12.83
27" Paper	1 pica gutter		0.167"

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10 Reasons to advertise in NEWSPAPER

- 1. Reach:** No other advertising vehicle has the reach of newspapers. Nationally, nearly 100 million adults read a newspaper on an average weekday and more than 111 million on an average Sunday. Nearly three out of four (72.6%) read a newspaper or visited a newspaper website in an average week (Scarborough Research).
- 2. Quality:** Your very best prospects are newspaper readers. People who are typically labeled upscale meaning upper income, higher education, professional/managerial occupations all count themselves as newspaper readers. In 2009, 81% of adults with \$100,000 or more income read a newspaper or visited a newspaper website in the past week, as did 83% of college graduates and 80% of those employed in professions or in management roles.
- 3. Targeted:** From targeting ad placement by section readership to a few residential blocks, newspapers can fine tune your message.
- 4. Immediate:** Newspaper advertising is among the fastest forms of advertising with extremely short deadlines that allow ads to be created and run in a matter of days.
- 5. Flexibility:** Newspapers, unlike most other media allow the advertiser to build an ad in any size.
- 6. Credibility/Trust:** More than any other medium, consumers believe in newspaper advertising. Forty% of adults surveyed find newspapers are trustworthy or believable, a large gap when compared to television (23 %), radio (18 %) or the internet (16 %). (2006 Scarborough Engagement Study).
- 7. Selective vs. Intrusive:** Shoppers are less willing today to accept advertising that is spooned out to them. They seek out advertising on their own. Newspapers are the medium shoppers use most for shopping in an average week. Nearly six in 10 (59%) use newspapers, exceeding others like television (38%), ad appearing in search engines (18%) or ads on general interest websites (15%). (MORI Research 2009).
- 8. Environment:** The newspaper editorial environment typically adds credibility and legitimacy to the brand being advertised. To readers, the advertising in a newspaper is every bit as important as the news.
- 9. Relied Upon:** Newspaper advertising is a valuable commodity to readers. A recent research study surveyed shoppers' attitudes about which type of media they preferred for retail advertising. In terms of media used to check out ads, the most valuable media in planning shopping, used for comparing prices, most convenient, most up to date, most trustworthy, believable and preferred, newspapers out distance all other forms combined.
- 10. Results:** Newspaper advertising works! While this point should go without saying, the fact remains that newspapers are frequently thought of as a results medium. Newspaper ads create traffic, move merchandise and yes, establish brands. We cannot lose track of the notion that, in a world of thousands of messages a day, advertising in newspapers are one sure thing when it comes to producing results.

Newspaper advertising.
A destination, not a distraction.

www.newspapermedia.com

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Keep Them

Here's a breakdown of why customers leave, according to a survey by HR Easy.

The top 4% of why customers leave is totally out of control, however the remaining 96% can be overcome. Let Gillette News Record's professional sales staff help your business build strong customer loyalty. Our staff members will assist you with an advertising plan designed specifically for your business to help keep customers coming back again, and again, and again.

1% pass away
3% move away
14% are lured away by a competitor
14% are turned off by a product or service
68% go away because of poor attitude or indifference

Contact one of the Gillette News Record/Gillette Advertiser staff today at (307) 682-9306 Ext. 4

Sales Executive - Bob Kettreysales412@ gillettenewsrecord.com.....Ext. 121
Sales Executive - Michele Gossettmgossett@gillettenewsrecord.netExt. 216
Sales Executive - Robert Pedersonsales405@gillettenewsrecord.net.....Ext. 218
Sales Executive - Kayla Jones.....sales409@ gillettenewsrecord.com.....Ext. 215
Sales Executive - Julie Cotésales410@gillettenewsrecord.net.....Ext. 214

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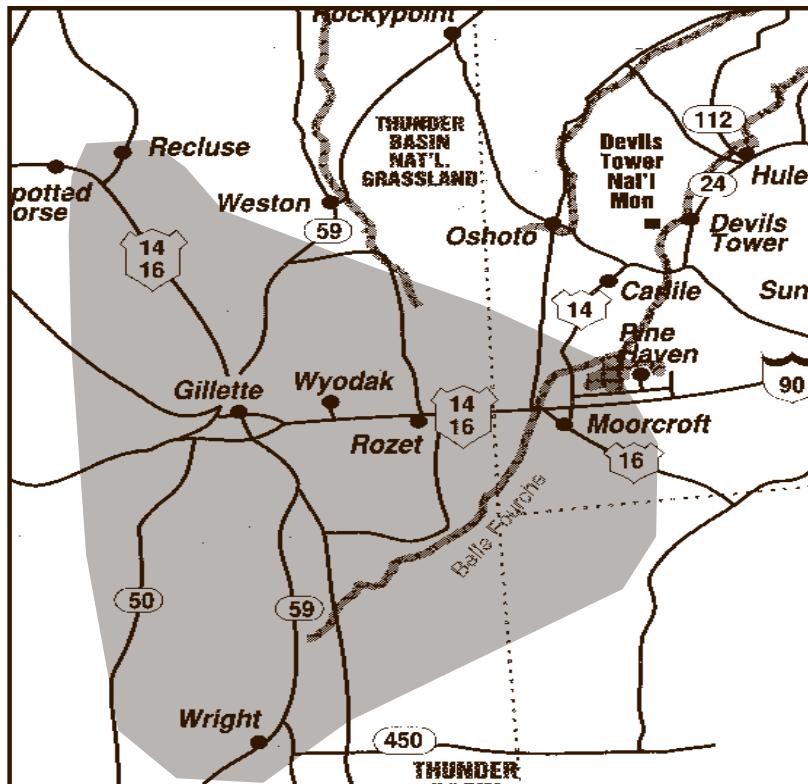
NORTHEAST WYOMING'S PREMIER SHOPPER FOR MORE THAN 35 YEARS!

Gillette ADVERTISER

We've Got You Covered!

The Gillette Advertiser covers Northeast Wyoming. Each Wednesday The Advertiser is carrier delivered to approximately 9,500 households and wire racks located in Gillette and the surrounding areas.

Advertising on a weekly basis is one of the best ways to expand your business and increase your revenue in ways you never thought possible. We'd like to see your name in print. Call us today!



Home Delivery

City	Zip Code	Quantity
Gillette	82716	2,100
Gillette	82718	4,365
Total		6,465

News Racks & Boxes

Gillette	82716	2,570
Rozet	82727	75
Moorcroft	82721	75
Pine Haven	82721	50
Savageton	82716	10
Recluse	82725	15
Biddle &	59314	80
Broadus MT		
Total		2,875
Grand Total 9,340		

NORTHEAST WYOMING'S PREMIER SHOPPER FOR MORE THAN 35 YEARS!

Gillette ADVERTISER

PO Box 1900, Gillette, WY 82717 • 307-682-9306, Ext. 4

Freight: 1201 W. Second St., Gillette WY 82716

• email: newsad@vcn.com

• Fax: 307-686-9306

www.gilletteadvertiser.com

Gillette Advertiser Rate Card

Frequency	Full Page (52")	Half Page (26")	Quarter Page (13")	Eighth Page (6.5")	Sixteenth Page (3")
1 Time	\$330.00	\$170.00	\$90.00	\$55.00	\$30.00
6 Time	\$310.00	\$160.00	\$85.00	\$50.00	\$28.00
13 Time	\$280.00	\$145.00	\$75.00	\$45.00	\$25.00
26 Time	\$250.00	\$130.00	\$70.00	\$40.00	\$23.00
52 Time	\$220.00	\$115.00	\$60.00	\$35.00	\$20.00
Full Page Placement		Half Page Placement			
Full Front Full Color	\$450.00	Half Front Full Color	\$250.00		
Full Back Full Color	\$475.00	Half Back Full Color	\$275.00		

Color Charges

We use a CMYK color process. Combinations of these colors are available for \$75.00

General Information

Advertising Policy

The Gillette Advertiser sells regular display advertising in modules of a full, half, quarter, eighth and sixteenth pages. The actual size of those ads are broken down on this rate card. The Advertiser does not accept national liquor advertising unless local distributor's name is prominently placed in the ad. Position requests are accepted but not guaranteed.

Deadlines and Cancellations

Display advertising may be reserved/cancelled at any time prior to noon on the Friday before publication. Pre-printed inserts must be cancelled by noon the Friday before scheduled insertion date.

Holidays

The Gillette Advertiser is published every week of the year, although deadlines may be changed due to the holidays: New Years Day, Christmas, Thanksgiving, Fourth of July, Labor Day and Memorial Day. This is to allow our employees to celebrate these special times.

Pre-Payment

Cash, check, Visa, Mastercard, American Express and Discover may be used for first time advertisers to establish a billing account for future advertising.

Folding Charge

Any insert requiring quarter folding will be charged a \$175 folding fee.

Retail Ad Sizes- 4 columns (9.75") by (13"). 1 pica between columns.

1 column = 2.333 inches

2 column = 4.833 inches

3 column = 7.333 inches

4 column = 9.833 inches

1/16 page = 1 column by 3 inches

1/8 page = 1 column by 6 inches or 2 column by 3 inches

Pre-printed Inserts

Tabloid Pages	Rate per thousand
Single Sheet	\$47
4	\$60
6	\$62
8	\$66
10	\$70
12	\$73
14	\$76
16	\$78
18	\$80
20	\$82
24	\$84
28	\$86
32	\$88

Frequency Discounts	
Minimum inserts per year	Discount % per insertion
13	5
26	10
39	15
52	20
\$47 per 1,000 for 8x10 page	
Rates effective July 1, 2012	

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ADVERTISING CONTRACT

DISPLAY ADVERTISING

_____ agrees to run _____ inches of advertising with the Gillette News Record between _____, 20____ and _____, 20____. This qualifies advertiser to receive classified display advertising at a rate of \$_____ per column inch; retail display advertising at \$_____ per column inch; and in the Gillette Advertiser at the_____ time rate.

PRE-PRINTED INSERTS

_____ agrees to run _____ pre-printed advertising inserts with the Gillette News Record between _____ and _____ at _____ % off the regular rate for these inserts.

Contract Benefits and Provisions

1. All advertising inches that are run in the Gillette Advertiser apply to your Gillette News Record contract*
2. Advertiser understands that if contract inches are not met the contract will not be automatically renewed.
3. Advertiser understands that if contract number of pre-printed inserts is not met the contract will not be automatically renewed.
4. Advertising Agencies understand that each advertiser/client must sign their own contract.
5. Advertiser understands that to maintain these discounted advertising rates, advertiser agrees to make full payment on his account by the last day of each month following insertion.
6. In the event an advertiser authorizes ad placement by an Advertising Agency, the person or business that signs the contract is the responsible party for any charges incurred on the account.
7. The Gillette News Record reserves the right to revise the advertising rates in this contract at any time with thirty (30) days notice in writing.
8. It is agreed that unless either party gives thirty (30) days written notice of termination of this agreement, this agreement shall automatically self-renew unless terminated by such notice.

Advertiser: _____

Billing Address: _____ City: _____ St: _____ Zip Code: _____

Print Name: _____ Title: _____

Signature: _____

Approved by the Gillette News Record on this _____ day of _____ 20_____

The Gillette News Record Authorized Signature _____ Title _____

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Billing Authorization

Business Name: _____

Business Address: _____ City: _____ State: _____

Billing Address: _____ City: _____ State: _____

Zip Code: _____ Phone: _____ Cell: _____

Type of Business: _____

Number Years Owned By Present Owner: _____

Corporation Limited Sole Proprietorship

Principal Owners

Name: _____

Name: _____

Address: _____

Address: _____

City/State: _____

City/State: _____

Zip Code: _____

Zip Code: _____

Phone: _____

Phone: _____

I understand that my signature will serve as agreement to accept billing privileges.

As owner of the business, I guarantee payment of account.

Signature of Owner

Date

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