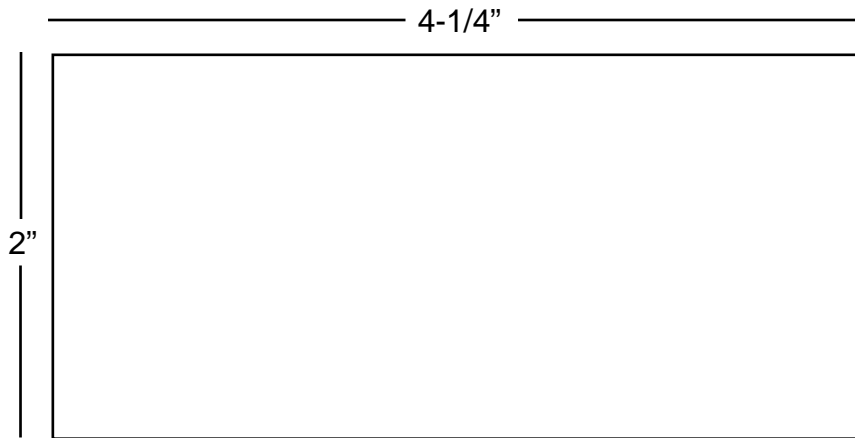


Spread your message across Wyoming with a 2x2 display ad

"I would recommend this type of advertising campaign to any place that is looking for statewide coverage."

--Hot Springs Chamber of Commerce

2x2 Ad Order Form



Name _____
Address _____
City _____ State _____ Zip _____
Phone _____ Ad to run week(s) of: _____
Total amount submitted to WPA _____

SUBMISSION INSTRUCTIONS

Send \$480 and a copy of the ad for a one-time insertion to the WPA by 2 p.m. Thursday prior to the week of the run date. Email a .pdf copy of the ad to wyopress@wyopress.org by 2 pm. Thursday prior to the week it is scheduled to run. Black and white ads only!

DISTRIBUTION

WPA will distribute the ad to all participating newspapers. We track a percentage of the newspapers each week to ensure the ads are published.

PROOF OF PUBLICATION

A tearsheet as proof of publication will be provided only upon request.

PLACEMENT REQUESTS

WPA will request specific section placement for advertisers. However, we cannot guarantee placement. Placement within the newspaper is ultimately up to each individual newspaper.

RESTRICTIONS

All network newspapers reserve the right to reject and/or edit any advertising copy submitted to them. We do not guarantee 100% of participating newspapers will publish an accepted ad.

A 15% commission is offered only to other state press associations.



WYOMING
PRESS
ASSOCIATION



4-1/4"

2"

Up to \$1,700* worth of advertising for \$480?

That's the value you could get when you take advantage of the Wyoming Press Association's "2x2" network.

For \$480, you can have a 2-column wide by 2-inch deep ad sent to Wyoming's 45 newspapers, which reach more than 176,000 subscribers. With each newspaper sold in Wyoming being read by an average of 2.5 people, your message could actually reach more than 442,000 readers at a cost of about one-tenth of a cent per reader!

Call us today to learn more about how you can join the list of advertisers who have successfully promoted their products and events through the "2x2" program.

Jim Angell
WPA Executive Director

*We cannot guarantee all Wyoming newspapers will choose to run your ad. Cost to guarantee placement of a 2x2 in all Wyoming newspapers: \$1,775. Please contact the WPA if you wish to look into this option.

2x2 NETWORK NEWSPAPERS

Newspaper	Published	Circulation
Star Valley Independent (Afton)	Weekly (Th)	3,900
Basin Republican-Rustler	Weekly (Th)	1,095
Buffalo Bulletin	Weekly (Th)	4,000
Casper Journal	Weekly (W)	2,300
Cody Enterprise	Twice-weekly (M/W)	7,100
Douglas Budget	Weekly (W)	3,851
Dubois Frontier	Weekly (Th)	1,206
Uinta County Herald (Evanston)	Twice-weekly (Tu/F)	3,340
Glenrock Independent	Weekly (Th)	948
Green River Star	Weekly (W)	3,400
Greybull Standard	Weekly (Th)	1,440
Guernsey Gazette	Weekly (Tu)	447
Wyoming Pioneer (Hulett)	Weekly (Th)	500
Jackson Hole News&Guide	Weekly (W)	10,500
Kemmerer Gazette	Weekly (Th)	1,800
Lander Journal	Weekly (W)	4,404
Lingle Guide	Weekly (Tu)	500
Little Chicago Review (Kemmerer)	Weekly (W)	1,012
Lovell Chronicle	Weekly (Th)	2,176
Lusk Herald	Weekly (W)	1,450
Bridger Valley Pioneer (Lyman)	Weekly (F)	1,600
Moorcroft Leader	Weekly (Th)	963
Newcastle News Letter Journal	Weekly (Th)	2,150
Pine Bluffs Post	Weekly (Th)	1,700
Pinedale Roundup	Weekly (Th)	3,800
Sublette Examiner (Pinedale)	Weekly (Th)	2,375
Powell Tribune	Twice-weekly (Tu/Th)	4,600
Saratoga Sun	Weekly (W)	1,647
Shoshoni Pioneer	Weekly (Th)	591
Sundance Times	Weekly (Th)	1,800
Thermopolis Independent Record	Weekly (Th)	2,170
Torrington Telegram	Twice-weekly (W/F)	2,900
Weston County Gazette (Upton)	Weekly (Th)	1,100
Platte County Record-Times (Wheatland)	Weekly (W)	2,500
Wind River News	Weekly (Th)	1,550
(Wright) High Plains Sentinel	Weekly (Th)	700
Casper Star-Tribune	Daily	31,110
Wyoming Tribune-Eagle (Cheyenne)	Daily	15,536
The News-Record (Gillette)	Daily (xSa)	6,900
Laramie Daily Boomerang	Daily (xM)	5,820
Rawlins Daily Times	Daily (xSu, M)	3,700
Riverton Ranger	Daily (xSa)	7,120
Rock Springs Daily Rocket-Miner	Daily (xSu, M)	8,561
Sheridan Press	Daily (xSu)	6,565
Northern Wyoming Daily News (Worland)	Daily (xSu/M)	3,946

TOTAL CIRCULATION: 176,773

