

“After spending thousands and thousands of dollars, literally, trying as many avenues as I could think of including magazine ads, professional shows, dealer training seminars, radio ads, etc. . . I finally discovered the statewide classified ad network. Always, these ads produced more sales and did more educating than ANY single other method of advertising -- bar NONE!!”

--Advertiser

wy•can
WYOMING CLASSIFIED ADVERTISING NETWORK

Reach up to 180,709 Wyoming homes with a single classified ad when it is placed in WY•CAN, Wyoming’s Classified Ad Network.

WY•CAN is the only way to cover the state so inexpensively. A 25-word classified line ad costs only \$135. Each word over 25 is an additional \$5. And 44 of Wyoming’s 45 newspapers participate in the network to offer you coverage throughout Wyoming.

Call us today and put the power of Wyoming’s press to work for you!





DEADLINE: Copy must be received in the WPA office by 2 p.m. Thursday of the week preceding the insertion date. No telephone orders will be accepted. Late copy will automatically be published the following week.

PAYMENT: Each ad submitted to the WPA office must include payment in the amount of \$135 plus \$5 per word over 25 words. Make checks payable to Wyoming Press Association. Please contact us for details regarding payment by credit card.

WORD-COUNT METHOD: All words count as one. A telephone number (including area code), web address, or email address are each counted as one. Punctuation marks are not counted, but symbols such as “&” or “+” will be counted as one word.

RESTRICTIONS: All ad categories will be accepted. However, the WPA office reserves the right to edit all copy submitted or reject that which is not in compliance with state and federal regulations, is in poor taste, offensive, false, misleading, deceptive or otherwise unacceptable. Individual newspapers will retain the option of refusing to run any ad. **We do not guarantee 100% of participating newspapers will publish an accepted ad.**

WYCAN is a unique classified advertising opportunity offered by 44 Wyoming newspapers through the auspices of the Wyoming Press Association. It must be purchased as is. It is a classified line ad. Requests for special spacing (such as headlines) cannot be accommodated. We offer capitalized wording, but bolded or colored type are not available. Ads run on specified dates. No deviation from those dates is possible.

PROOF OF PUBLICATION: The WPA periodically tracks participating newspapers to ensure the ads are published. A tearsheet as proof of publication will be provided only upon request.

ERRORS: Typographical errors (wrong address, telephone number, names, prices, etc.) made the WPA that affect the ad, will require a make-good in the next edition of the participating newspapers.

WY•CAN PARTICIPATING NEWSPAPERS

WEEKLIES

(Afton) Star Valley Independent	Lovell Chronicle
Basin Republican-Rustler	Lusk Herald
Buffalo Bulletin	(Lyman) Bridger Valley Pioneer
Casper Journal	Moorcroft Leader
Cody Enterprise	Newcastle News Letter Journalt
Douglas Budget	Pine Bluffs Post
Dubois Frontier	Pinedale Roundup
(Evanston) Uinta County Herald	(Pinedale) Sublette Examiner
Glenrock Independent	Powell Tribune
Green River Star	Saratoga Sun
Greybull Standard	Shoshoni Pioneer
Guernsey Gazette	Sundance Times
(Hulett) Wyoming Pioneer	Thermopolis Independent Record
Jackson Hole News&Guide	Torrington Telegram
Kemmerer Gazette	(Upton) Weston County Gazette
(Kemmerer) Little Chicago Review	(Wheatland) Platte Co. Record-Times
Lander Journal	Wind River New
Lingle Guide	(Wright) High Plains Sentinel

DAILIES

Casper Star-Tribune	Rawlins Daily Times
(Cheyenne) Wyoming Tribune-Eagle	Riverton Ranger
(Gillette) The News-Record	Sheridan Press
Laramie Daily Boomerang	(Worland) Northern Wyo. Daily News

*WY•CAN includes 44 of Wyoming's 45 newspapers
with a circulation of 180,709*

WYOMING PRESS ADVERTISING SERVICE

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