



*On the stands and in your hands.*

CHRONICLE & PILOT  
**Crested Butte News**

**MEDIA KIT 2017**

**T**he *Crested Butte News* covers the community with in-depth reporting, unique feature stories and insightful commentary. The News is a weekly community paper which celebrates the people of Gunnison County, digs deep into the issues that face us and commemorates life in the entire valley. Our content is 100 percent local: news, features, sports, and editorials.

WE SUPPORT COMMUNITY.  
WE ENGAGE COMMUNITY.  
WE CELEBRATE COMMUNITY.

***“On the stands and in your hands every Thursday.”***

Each week, the *Crested Butte News* delivers an issue packed with coverage of Crested Butte, Mt. Crested Butte and Gunnison County using award-winning writers and photographers. Not only are the weekly paper and special sections read countywide, but our reach is global through our frequently visited website and social media.



photo by Lydia Stern

**WHAT'S INSIDE:**

- NEWS SERIES
- 20 YEARS AGO TODAY
- WEEKLY PROFILES
- SPORTS BARREL
- EDITORIAL
- LETTERS TO THE EDITOR
- CLASSIFIEDS & LEGAL NOTICES
- BEST OF THE BUTTE
- CALENDAR OF EVENTS

## WHY ADVERTISE ?

Consumers rate newspapers as the medium with the most trusted and believable ads; most value in planning shopping; and preferred for receiving advertising information. Print media is alive and thriving in small tourist towns.

79%

of all U.S. adults say they've taken actions based on newspaper advertising in the past month.

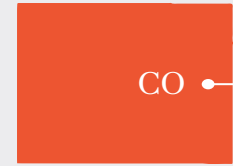
67%

of residents in small U.S. communities read local newspapers once to seven times per week.

58k

On average, 5,800 papers are circulated each week, peaking at 7,000 papers each week in July.

## TOP 4 SUBSCRIBER STATES:



# ADVERTISING RATES

## DISPLAY ADVERTISING

PER WEEK rate, for the Crested Butte News, a TABLOID format publication.

Base rate is **\$10.30/column inch** (2 col = 4" wide, 3 col =6", 5 col =10")

COLOR is available for larger ads only.

**\*all rates are net & non-commissionable \* Deadline is 5 p.m. Monday**

## CLASSIFIED ADVERTISING

The *Crested Butte News* offers text-only classifieds at the rate of **\$6.50/week**. This rate includes 26 words or less. Each word over 26 is an additional 25¢. Contact Nicky at x112 for classifieds or email [classifieds@crestedbuttenews.com](mailto:classifieds@crestedbuttenews.com).

**\*Deadline is noon Tuesday**

## SERVICE DIRECTORY

The Service Directory is available for **\$10.30/column inch per week**. There is a 12 week minimum to advertise in the service directory. Contact Ellen at x108 or email [design@crestedbuttenews.com](mailto:design@crestedbuttenews.com).

## DINING GUIDE

The Dining Guide is offered at **\$25/week** which includes your restaurant logo and a description of 200 words or less AND online listing at [crestedbuttenews.com](http://crestedbuttenews.com) with a link to your restaurant. Contact Ellen at x108 or email [design@crestedbuttenews.com](mailto:design@crestedbuttenews.com).

## INSERTS

Inserts begin at **13¢ per piece** (price may vary according to size/weight of insert.)

## WEB ADVERTISING

[jill@crestedbuttenews.com](mailto:jill@crestedbuttenews.com)

### CONTACT YOUR AD REPRESENTATIVE FOR MORE INFORMATION:

**Jen Nolan** (Town of Crested Butte & Mt. Crested Butte)

970.349.0500 x111 • [nolan@crestedbuttenews.com](mailto:nolan@crestedbuttenews.com)

**Ashleigh Cahir** (Gunnison & Out of Town)

970.349.0500 x113 • [ashleigh@crestedbuttenews.com](mailto:ashleigh@crestedbuttenews.com)

AD SIZE	NON-CONTRACT	CONTRACT
2x2 (4"w x 2"h)	\$41.20	\$37.10
2x3 (4"w x 3"h)	\$61.80	\$55.65
2x4 (4"w x 4"h)	\$82.40	\$74.20
2x5 (4"w x 5"h)	\$103	\$92.70
2x6 (4"w x 6"h)	\$123.60	\$111.25
2x7 (4"w x 7"h)	\$144.20	\$129.80
2x8 (4"w x 8"h)	\$164.80	\$148.35
2x9 (4"w x 9"h)	\$185.40	\$166.90
2x10 (4"w x 10"h)	\$206	\$185.40
2x11 (4"w x 11"h)	\$226.60	\$203.95
2x12 (4"w x 12"h)	\$247.20	\$222.50
2x13 (4"w x 13"h)	\$267.80	\$241.05
2x15 (4"w x 15"h)	\$309	\$278.10
3x3 (6"w x 3"h)	\$92.70	\$83.45
3x4 (6"w x 4"h)	\$123.60	\$111.25
3x5 (6"w x 5"h)	\$154.50	\$139.05
3x6 (6"w x 6"h)	\$185.40	\$166.90
3x7 (6"w x 7"h)*	\$216.30	\$194.70
3x8 (6"w x 8"h)*	\$247.20	\$222.50
3x9 (6"w x 9"h)*	\$278.10	\$250.30
3x10 (6"w x 10"h)*	\$309	\$278.10
3x11 (6"w x 11"h)**	\$339.90	\$305.95
3x12 (6"w x 12"h)**	\$370.80	\$333.75
3x15 (6"w x 15"h)**	\$463.50	\$417.15
5x4 (10"w x 4"h)*	\$206	\$185.40
5x5 (10"w x 5"h)*	\$257.50	\$231.75
5x8 (10"w x 8"h)**	\$412	\$370.80
5x16 (10"w x 16"h)***	\$824	\$741.60

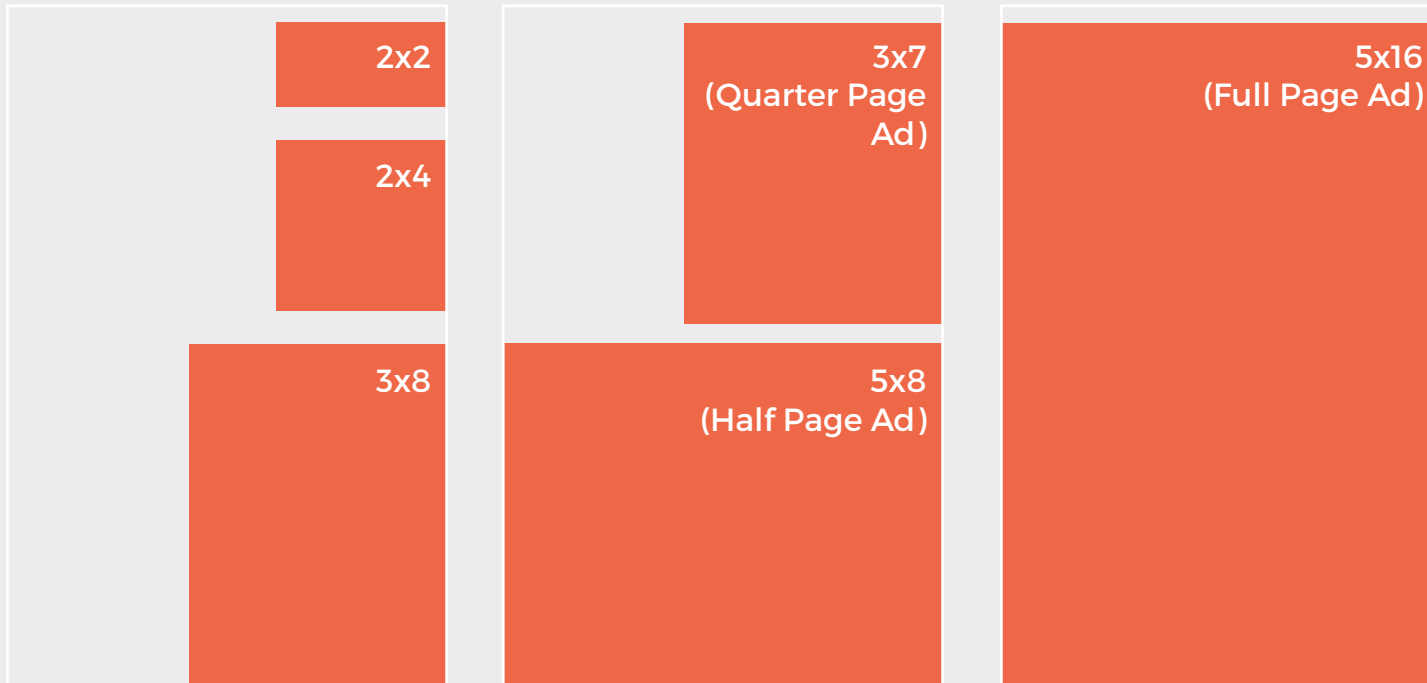
**\* add color for \$60 \*\* add color for \$90 \*\*\* add color for \$145**

**The Crested Butte News will be raising rates on September 1, 2017. Please ask your ad representative for further information.**



# ADVERTISER FAVORITES

These are some of the tried and true ad sizes among our advertisers.



# ADVERTISEMENT SPECIFICATIONS

## CAMERA-READY ADS

Please provide digital files by uploading to a transfer site, such as dropbox.com or wetransfer.com and sharing the link.

## ACCEPTED FILES

High-resolution PDF (preferred)

In-Design CS5 or below (include all images and fonts) (An .indd file saved from a version after CS5 is acceptable)

Illustrator CS5 or below (fonts included)

Font size should be no smaller than 9 pt

High Resolution PSD or TIF (layered, **CMYK**, at least 300 dpi)

All ads must be built with **CMYK** color and all Blacks (especially text) must be TRUE BLACK C=0 M=0 Y=0 and K=100

## ELEMENTS FOR ADS BUILT IN-HOUSE

Please supply high resolution images and logos (preferably 300 dpi) for ads built in house.

Logos should have a transparent background when possible.

**Submitted ads must meet our technical standards and specifications  
for publication in the *Crested Butte News*.**

\*\*\*The *Crested Butte News* shall not be liable for typographical errors if the client has proofed and signed off on an ad. The *Crested Butte News* shall not be liable for variations in print quality or color. Newspaper print is not the same as what you see on screen. By nature, there are variations from issue to issue and from publication to publication.



## SPECIAL PUBLICATIONS

Our family of special publications.

The Crested Butte News is proud to create three award-winning special publications each year.

★ Awards won from the Colorado Press Association



### THE PEAK MAGAZINE

The Peak is an annual glossy magazine exploring the inside and out of some of the valley's most unique and gorgeous homes. The Peak introduces its readers to talented artists, craftspeople and chefs of Crested Butte and Gunnison.

- ★ Best Advertising Special Section, 2016
- ★ Best Editorial Special Section, 2016
- ★ Best Advertising Special Section, 2015
- ★ Best Editorial Special Section, 2014
- ★ Best Advertising Special Section, 2013
- ★ Best Cover Design, 2013

### SUMMER & WINTER VISITOR'S GUIDES

Everything our visitors need to know to make their trip to the valley amazing. From where to ride, where to take the kids, where to take in the views, we've got you covered. Local writers and photographers help make this a user-friendly, professional publication.

- ★ Best Editorial Special Section, 2016 Winter Visitor's Guide
- ★ Best Cover Design, 2015 Summer Visitor's Guide
- ★ Best Cover Design, 2014 Winter Visitor's Guide