



On the stands and in your hands.

CHRONICLE & PILOT
Crested Butte News

MEDIA KIT

The *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. Our local staff is dedicated to the community as fellow business people, parents and active members of town.

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. We have an average weekly distribution of 5,800 depending on the season. The majority of these newspapers are distributed throughout Gunnison County. We also have 1000+ mailed subscribers across the country and 500+ online subscribers who see the paper in it's entirety each week.

CrestedButteNews.com



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.

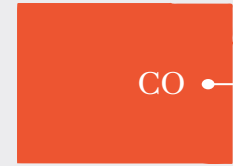
67%

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 \$12.75/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**

***once you have committed to an ad for the week we are unable to pull it after the deadline**

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¢. Email classifieds@crestedbuttenews.com.

***Deadline is noon Tuesday**

SERVICE DIRECTORY

The Service Directory is available for **\$12.75/column inch per week**. There is a 12 week minimum to advertise in the service directory. Contact Michelle at x108 or email 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 with a link to your restaurant. Contact Michelle at x108 or email design@crestedbuttenews.com.

INSERTS

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

WEB ADVERTISING

jill@crestedbuttenews.com

**The Crested Butte News appreciates and values each of our clients and we do our best to accommodate everyone's personal request. Because of limitations with the printing press we use, the newspaper has limited placement and availability for color. We make every effort to spread the ads evenly and equitably throughout each section of the paper every week. Based on our informal feedback, we believe every space in the Crested Butte News is valuable and the color ads will be shifted and placed in a variety of spaces on any given week. We appreciate your understanding and thank each of you for your support.

CONTACT YOUR AD REPRESENTATIVE FOR MORE INFORMATION:

Sakara Sullivan (Town of Crested Butte)

970.349.0500 x105 • sales@crestedbuttenews.com

Pete Nichols (Mt. Crested Butte, Crested Butte, Gunnison & Out of Town)

970.349.0500 x113 • AdRep@crestedbuttenews.com

AD SIZE	NON-CONTRACT		{ 12 consecutive weeks or more } CONTRACT	
2x2 (4"w x 2"h)	\$51		\$45.90	
2x3 (4"w x 3"h)	\$76.50		\$68.85	
2x4 (4"w x 4"h)	\$102		\$91.80	
2x5 (4"w x 5"h)	\$127.50		\$114.75	
2x6 (4"w x 6"h)	\$153		\$137.70	
2x7 (4"w x 7"h)	\$178.50		\$160.65	
2x8 (4"w x 8"h)	\$204		\$183.60	
2x9 (4"w x 9"h)	\$229.50		\$206.55	
2x10 (4"w x 10"h)	\$255		\$229.50	
2x11 (4"w x 11"h)	\$280.50		\$252.45	
2x12 (4"w x 12"h)	\$306		\$275.40	
2x13 (4"w x 13"h)	\$331.50		\$298.35	
2x15 (4"w x 15.4"h)	\$382.50		\$344.25	
3x3 (6"w x 3"h)	\$114.75		\$103.27	
3x4 (6"w x 4"h)	\$153		\$137.70	
3x5 (6"w x 5"h)	\$191.25		\$172.12	
3x6 (6"w x 6"h)	\$229.50		\$206.55	
3x7 (6"w x 7"h)*	\$267.75	\$327.75	\$240.97	\$300.97
3x8 (6"w x 8"h)*	\$306	\$366	\$275.40	\$335.40
3x9 (6"w x 9"h)**	\$344.25	\$434.25	\$309.82	\$399.82
3x10 (6"w x 10"h)**	\$382.50	\$472.50	\$344.25	\$434.25
3x11 (6"w x 11"h)**	\$420.75	\$510.75	\$378.67	\$468.67
3x12 (6"w x 12"h)**	\$459	\$549	\$413.10	\$503.10
3x15 (6"w x 15.4"h)**	\$573.75	\$663.75	\$516.37	\$606.37
5x4 (10.2"w x 4"h)*	\$255	\$315	\$229.50	\$289.50
5x5 (10.2"w x 5"h)*	\$318.75	\$378.75	\$286.87	\$346.87
5x8 (10.2"w x 8"h)**	\$510	\$600	\$459	\$549
5x16 (10.2"w x 15.4"h)***	\$1020	\$1165	\$918	\$1063

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

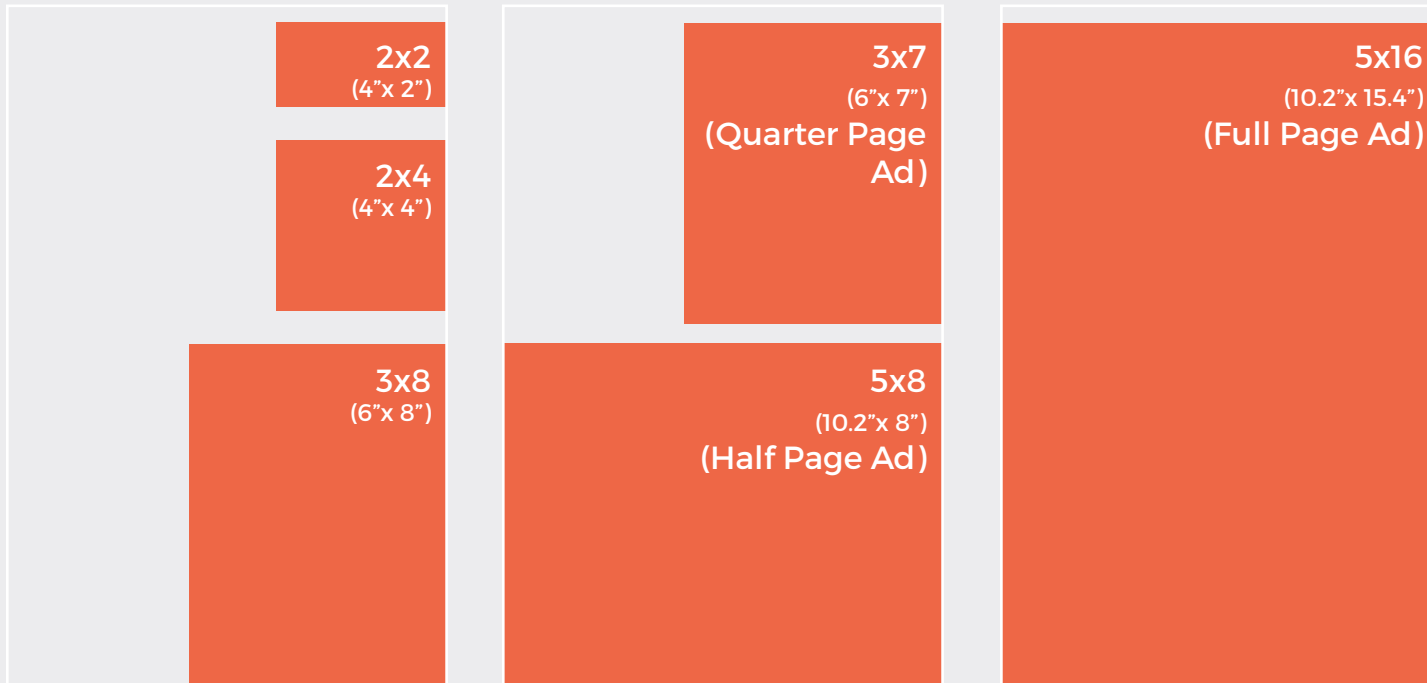
PRICING FOR COLOR IN RED ABOVE

*Thank you for supporting your local newspaper
and keeping the local news on the stands!*



ADVERTISER FAVORITES

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



ADVERTISEMENT SPECIFICATIONS

CAMERA-READY ADS

Larger digital files, too large to email, can be provided by uploading to a transfer site, such as dropbox.com, google docs or wetransfer.com and sharing the link.

ACCEPTED FILES

High-resolution PDF (preferred)

In-Design Creative Cloud or below (include all images and fonts)

Illustrator Creative Cloud 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 COLOR ads must be built with **CMYK** color

All Blacks (especially text) must be TRUE BLACK C=0 M=0 Y=0 and K=100 (gray text needs to be a percentage of K)

*small reverse text on black (or a color) should be all white, not a color or a gray

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.

** The *Crested Butte News* believes every page in the paper is a valuable spot to be.



SPECIAL PUBLICATIONS

Our family of special publications.

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



SUMMER & WINTER VISITOR'S GUIDES

Everything our visitors need to know to make their trip to the valley amazing. From where to adventure and explore, 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.

Summer Guide deadline: Mid-May

Winter Guide deadline: Mid-October

crestedbuttevisitorsguide.com

In addition to distribution at newspaper locations throughout the county, the visitor's guides are supplied to local property management companies and sent statewide to all Colorado Welcome Centers. The online version is additionally available on the Gunnison/Crested Butte Tourism Association website

THE PEAK MAGAZINE

The Peak is an annual glossy home and lifestyle 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, craft-people and chefs of Crested Butte and Gunnison.

Peak deadline: Late January

thepeakcb.com

In addition to distribution at newspaper locations throughout the county, the Peak Magazines are supplied to local property management companies and in-room at various Crested Butte Mountain Resort rental properties.