



2024 Open Rate information

	Sundance Times	Moorcroft Leader	Wyoming Pioneer
BW Display Ads <small>(per column inch)</small>	Open rate: \$9.50	Open rate: \$8.50	Open rate: \$7.50
Color Display Ads	Open rate: \$14.50 <small>(per column inch)</small>	Open rate: \$13.50 <small>(per column inch)</small>	Open rate: \$200 <small>(in addition to black & white rate)</small>
Classifieds <small>(per word)</small>	40¢/word <small>(\$6 min)</small>	40¢/word <small>(\$6 min)</small>	40¢/word <small>(\$6 min)</small>
Classified Display <small>(per column inch)</small>	Open rate: \$9.75	Open rate: \$9.25	Open rate: \$9
Professional Business Directory	1x2: \$11 2x2 (business card): \$13 2x3: \$19 2x4: \$24 <small>(6 month minimum)</small>	1x1¼: \$11 2x1¼ (business card): \$13 2x2½: 19 <small>(6 month minimum)</small>	1x1¼: \$4 2x1¼ (business card): \$6 2x2½: \$10 <small>(6 month minimum)</small>
Legal Notices <small>(per column inch)</small>	\$10	\$8.50	\$7.50
Cards of Thanks	\$2.50 per col. In. <small>(\$10 min)</small>	\$1.50 per col. In. <small>(\$10 min)</small>	\$1.50 per col. In. <small>(\$10 min)</small>
Inserts	single 8½x11: 10¢ <small>(\$110 min)</small> <800 col/in: 14¢ each >800 col/in: 15¢ each <small>(1100 copies – full in-county run)</small>	single 8½x11: 10¢ <small>(\$70 min)</small> <800 col/in: 14¢ each >800 col/in: 15¢ each <small>(700 copies – full in-county run)</small>	single 8½x11: 10¢ <small>(\$40 min)</small> <800 col/in: 14¢ each >800 col/in: 15¢ each <small>(400 copies – full in-county run)</small>
Community Co-op Ads	\$17 each Graduation: \$22 Christmas: \$27 New Years: \$27 ALL CO-OPS: \$38/Month	\$17 each Graduation: \$22 Christmas: \$27 New Years: \$27 ALL CO-OPS: \$38/Month	\$17 each Graduation: \$22 Christmas: \$27 New Years: \$27 ALL CO-OPS: \$37/Month
Subscriptions	US: \$44/year Student (Sept.-May): \$33 Mexico/Canada: \$200	US: \$40/year Student (Sept.-May): \$30 Mexico/Canada: \$200	US: \$30/year Student (Sept.-May): \$24 Mexico/Canada: \$200

Sundance Times • Moorcroft Leader • Wyoming Pioneer

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