

# **2025 MARKETING & ADVERTISING OPTIONS**



***YOU PROVIDE THE MESSAGE, WE PROVIDE THE AUDIENCE.***

***[SVTNEWS.COM/ADVERTISING](https://svtnews.com/advertising)***



Radio advertising is crucial for businesses looking to reach local audiences effectively. With about 70% of local commuters tuned into our radio stations, it offers unparalleled access to potential customers during their daily routines. This medium allows for targeted messaging that can capture attention while listeners are on the go, making it an ideal platform for promoting products and services. Additionally, radio builds community connections and fosters brand loyalty, ensuring that your message resonates with the audience in a meaningful way.

### Base Rates

\$8/:30 seconds, \$12/:60 seconds. Daytime rotation between 7am and 7pm.

\$15/:30 seconds, \$19/:60 seconds. Morning show only from 7am to 9pm.

### Morning Show Sponsorship

- Cost: \$500/month for a minimum of 3 consecutive months.
- Sponsorship: Sponsor a segment of the morning show (news, sports, or weather).
  - Inclusions: A free 8-10 second live mention of your business during the segment.
  - Your commercial will air after the segment.
  - An additional 25 commercials per month during daytime rotation.

Value: This package is valued at nearly \$1,000, but you pay only \$500/month.

Note: You can increase the monthly rate for additional daytime commercials. The morning show is simulcast across all of Lincoln County and the Bridger Valley.

### Live Remote

Are you hosting an open house, grand opening, or another special event? Our live remote package is perfect for pre-promotion and attracting foot traffic during your event.

Package Details:

- Commercials: Twenty 30-second commercials during the week of your event.
- Community Calendar: Inclusion in community calendar announcements.
- Promotion: DJ promotion and a morning show interview, if desired.
- Live Broadcast: We will broadcast live from your event for two hours, with four 2-minute announcements each hour.
- Additional Options: We can provide speakers and play music to enhance the atmosphere.

Value: The live broadcast package is valued at over \$1,200, but we offer it for just \$700 due to the exposure it provides to our station.



Star Valley, WY



Bear Lake, ID





# SOCIAL MEDIA

Advertising through social media offers several compelling advantages. First, it provides access to a vast audience, enabling businesses to reach potential customers where they spend much of their time online. Social media platforms allow for precise targeting based on demographics, interests, and behaviors, ensuring that your ads reach the right people. Additionally, social media fosters engagement and interaction, allowing brands to connect directly with their audience and build community. With the ability to track performance through analytics, businesses can easily measure the effectiveness of their campaigns and adjust strategies in real-time.

## BUSINESS PACKAGES

<b>Premium</b>	<b>Advanced</b>	<b>Standard</b>	<b>Basic</b>
<b>\$550/month</b>	<b>\$450/month</b>	<b>\$350/month</b>	<b>\$250/month</b>
Full management and branding of your Instagram account and Facebook page.	Full management and branding of your Instagram account and Facebook page.	Full management and branding of your Instagram account and Facebook page.	Full management and branding of your Instagram account and Facebook page.
<ul style="list-style-type: none"><li>• 5 Custom Posts</li><li>• 4 Graphic Posts</li><li>• 1 Boosted Post or Paid Ad</li></ul>	<ul style="list-style-type: none"><li>• 4 Custom Posts</li><li>• 3 Graphic Posts</li><li>• 1 Boosted Post or Paid Ad</li></ul>	<ul style="list-style-type: none"><li>• 3 Custom Posts</li><li>• 2 Graphic Posts</li><li>• 1 Boosted Post or Paid Ad</li></ul>	<ul style="list-style-type: none"><li>• 2 Custom Posts</li><li>• 1 Graphic Posts</li><li>• 1 Boosted Post or Paid Ad</li></ul>
Monthly performance report to track growth and engagement.	Monthly performance report to track growth and engagement.	Monthly performance report to track growth and engagement.	Monthly performance report to track growth and engagement.



# SOCIAL MEDIA CONT.

## RESTAURANT PACKAGES

<b>Premium</b>	<b>Advanced</b>	<b>Standard</b>	<b>Basic</b>
<b>\$750/month</b>	<b>\$650/month</b>	<b>\$550/month</b>	<b>\$450/month</b>
Full management and branding of your Instagram account and Facebook page.	Full management and branding of your Instagram account and Facebook page.	Full management and branding of your Instagram account and Facebook page.	Full management and branding of your Instagram account and Facebook page.
<ul style="list-style-type: none"><li>• 6 Custom Posts</li><li>• 7 Graphic Posts</li><li>• 1 Boosted Post or Paid Ad</li></ul>	<ul style="list-style-type: none"><li>• 5 Custom Posts</li><li>• 6 Graphic Posts</li><li>• 1 Boosted Post or Paid Ad</li></ul>	<ul style="list-style-type: none"><li>• 4 Custom Posts</li><li>• 5 Graphic Posts</li><li>• 1 Boosted Post or Paid Ad</li></ul>	<ul style="list-style-type: none"><li>• 3 Custom Posts</li><li>• 4 Graphic Posts</li><li>• 1 Boosted Post or Paid Ad</li></ul>
Monthly performance report to track growth and engagement.	Monthly performance report to track growth and engagement.	Monthly performance report to track growth and engagement.	Monthly performance report to track growth and engagement.

## Add Ons

<b>Account Creations.....</b>	<b>\$100</b>
<b>Targeted Ad.....</b>	<b>\$75</b>
<b>Boosted Post.....</b>	<b>\$75</b>
<b>Event Coverage.....</b>	<b>\$150/hour</b>
<b>Digital Graphic.....</b>	<b>\$50</b>
<b>Social Media Customized Post.....</b>	<b>\$100</b>
<b>Event Flyer, Poster, or Invite.....</b>	<b>\$45</b>



# NEWSPAPER ADS

Advertising in the Star Valley Independent is an excellent opportunity for local businesses to reach a broad audience. With approximately 1,800 copies sold each week, along with our e-editions, your message can effectively reach both loyal readers and digital consumers. Our publication is a trusted source of news and information within the community, making it an ideal platform to enhance your visibility and connect with potential customers. By advertising with us, you can tap into a dedicated readership that values local businesses, ultimately driving traffic and sales to your establishment.

**2x2**

4 inches wide x 2 inches tall

Color: \$54

BW: \$46

**2x4**

4 inches wide x 4 inches tall

Color: \$108

BW: \$92

**(1/8 page)**

**2x5**

4 inches wide x 5 inches tall

Color: \$135

BW: \$115

**3x5**

6 inches wide x 5 inches tall

Color: \$202.50

BW: \$172.00

**(1/4 page)**

**3x6.5**

6 inches wide x 6.5 inches tall

Color: \$270

BW: \$230

**(1/4 page)**

**5x4**

10.25 inches wide x 4 inches tall

Color: \$270

BW: \$230

**2x8**

4 inches wide x 8 inches tall

Color: \$216

BW: \$184

**2x3**

4 inches wide x 3 inches tall

Color: \$81.00

BW: \$69.00

**(1/2 page)**

**5x8**

10.25 inches wide x 8 inches tall

Color: \$540

BW: \$460

# **Full page**

10.25 inches wide x 16 inches tall

Color: \$1,080

BW: \$920





# SVINEWS.COM

Advertising on SVInews.com is a strategic decision for businesses looking to maximize their reach and impact. As a leading local news source, our website attracts a dedicated audience that values timely and relevant information about the Star Valley community. By placing your advertisements on SVInews.com, you gain access to a targeted demographic that is actively seeking local services and products. Our user-friendly platform ensures your ads are prominently displayed, increasing visibility and engagement. Additionally, with the growing trend of online consumption, digital advertising on our site allows you to connect with potential customers where they spend their time.

\$500/month = ads throughout SVInews.com

Homepage: 600x600

Other pages: 2520x1080



# TARGETED DIGITAL

## Geofencing

Geofencing is a location-based marketing strategy that uses GPS or RFID technology to create a virtual boundary around a specific geographic area. When potential customers enter this designated zone, they receive targeted advertisements, notifications, or promotions on their mobile devices. This approach allows businesses to reach consumers who are already nearby, increasing the likelihood of engagement and conversion. By sending personalized offers while customers are in proximity, businesses can enhance the shopping experience and drive foot traffic to their locations. Additionally, geofencing provides valuable data on customer behavior and preferences, enabling businesses to refine their marketing strategies. Compared to traditional advertising methods, geofencing is often more cost-effective, as it allows for focused ad spending on specific locations and demographics.

minimum: \$400 = 40,000 impressions/monthly



# SPORTS ADVERTISING

## Kemmerer High School - The Spur

1. Games include all home and away football, girls' and boys' basketball, and all home volleyball matches.
2. Broadcasts are available on The Spur at 105.3 FM, 940 AM, and online at [SVInews.com/radio](http://SVInews.com/radio).

### Basic Package: \$200/month

- Includes a 30-second commercial that will air 3-5 times per broadcast.
- Commercials will also be featured during all University of Wyoming football and basketball games on The Spur.

### Exclusive Package: \$500/month

- Includes a 30-second commercial that will air 3-5 times per broadcast.
- Offers exclusive sponsorship of a pregame, halftime, or postgame show, or other segments like the scoreboard. Professionally produced sweepers will refer to your business as the show sponsor, with additional live reads from the announcer during the segment.
- Commercials will also be aired during all University of Wyoming football and basketball games on The Spur.

Billing occurs monthly from **September to March**. A prepay option for the full school year is available, with a 10% discount applied to any prepaid package.



# SPORTS ADVERTISING

## Star Valley High School - Swift 98

Premium Package: \$1,500/month (Scoreboard/Replay)

- Logo placement on scoreboard and during all replays
- 30-second commercials aired 3-5 times per broadcast on both video and radio
- Inclusion in all UW football and basketball broadcasts on The Spur
- Sponsorship of non-athletic events, including SVHS plays, musicals, and concerts
- Additional advertising opportunities at SVInews.com

Show Package: \$1,000/month (Pregame/Halftime/Postgame)

- On-screen graphics and additional live reads from announcers
- 30-second commercials aired 3-5 times per broadcast on both video and radio
- Inclusion in all UW football and basketball broadcasts on The Spur
- Sponsorship of non-athletic events, including SVHS plays, musicals, and concerts
- Additional advertising opportunities at SVInews.com

In-Game Segments: \$800/month (Stats/First Down/Red Zone/Kick-Off/4th Quarter/Sideline)

- Promotion by announcers during the segment
- On-screen graphics during the segment
- 30-second commercials aired 3-5 times per broadcast on both video and radio
- Inclusion in all UW football and basketball broadcasts on The Spur

Non-Game Segments: \$650/month (Keys to Game/Starting Lineup/Trivia/Crimson Corner/Relentless Athlete/Rivalry/Bit of History/Records Watch/Player of Game/Senior Spotlight/National Anthem/Halftime Showcase)

- Promotion by announcers during the segment
- On-screen graphics during the segment
- 30-second commercials aired 3-5 times per broadcast on both video and radio
- Inclusion in all UW football and basketball broadcasts on The Spur

Note: If a 30-second commercial is not desired, the price is \$350/month.

Commercial Only: \$500/month

- 15-second commercials aired 3-5 times per broadcast on both video and radio
- Inclusion in all UW football and basketball broadcasts on The Spur

Mentions: \$200/month

- Inclusion in a 30-second mentions commercial that will air 3-5 times per broadcast

All monthly package amounts are pro-rated for yearly costs. **Monthly billing occurs year-round**, not just during the school year. All sponsorships include non-SVHS sports broadcasts, such as Geezer Games, musical performances, and WWCC wrestling. A 10% discount is available for full year prepayment, due by September 1.



# SPORTS ADVERTISING

## **Bear Lake High School - The Wave**

Mentions Sponsor: \$200/month

- Be featured in a 30-second video commercial that highlights your business as a sponsor, displaying your logo, location, and contact information. Your business will be included alongside 4 or 5 other non-competing businesses.

Full Commercial Sponsorship: \$500/month

- Receive a 30-second video commercial that will air 3-4 times during each sports broadcast. SVI will produce one commercial per sports season at no additional charge.

Exclusive Sponsorship: \$800/month

- Enjoy exclusive sponsorship of segments such as pregame and postgame shows. Your business will be prominently featured during these segments with graphics, live reads, and mentions from the announcers. This package includes the Full Commercial Sponsorship as well.

Prime Exclusive: \$1,000/month

- Obtain exclusive sponsorship of the Halftime Show or scoreboard. Your business will be highlighted during your sponsored segment with graphics, live reads, and mentions from the announcers. This package also includes the Full Commercial Sponsorship.

Billing occurs monthly from **September to May**. A prepay option for the full school year is available, with a 10% discount applied to any prepaid package.



# INDOOR BILLBOARDS

The screens display the latest local news, weather updates, fun trivia, and local advertisements. Ads, presented as motion graphics or videos, are shown at least once every 10-15 minutes. These billboards are highly effective for building name recognition and enhancing branding.

Currently, there are ten carefully selected locations in Star Valley with these screens, chosen for their high foot traffic and ability to engage a captive audience. The locations are as follows:

## **Afton**

Peak Fitness  
Star Valley Roadhouse  
Swirl  
The Chop Shop  
Voss Vision  
Star Valley Dental

## **Thayne**

Prater Mountain Health  
Peak Fitness

## **Etna**

Salt River Motors

## **Alpine**

Yankee Doodles

Packages start at \$250/month and include ad design services.