

# LIVABILITY CASPER, WYOMING

**VOL. 3, FREQUENCY: ANNUAL**

## 2025 PRINT RATE SHEET

### PREMIUM INTEGRATED RATES

ANNUAL RATES	NET
<b>Four Full Pages (Consecutive, Two 2-Page Spreads)</b> with Leaderboard .....	\$18,240
<b>Gatefold (Front, Back, Interior)</b> with Medium Rectangle .....	\$14,700
<b>Two-Page Spread (Opening, Center)</b> with Leaderboard .....	\$11,165
<b>Feature Jump Sponsor</b> with Leaderboard .....	\$8,750
<b>Back Cover - Full Page</b> with Medium Rectangle .....	\$7,865
<b>Inside Front Cover - Full Page</b> with Medium Rectangle .....	\$7,630
<b>Inside Back Cover - Full Page</b> with Medium Rectangle.....	\$7,390
<b>Page One - Full Page</b> with Leaderboard .....	\$6,920
<b>Facing Inside Back Cover - Full Page</b> with Leaderboard .....	\$6,685
<b>Table of Contents 1, Table of Contents 2 - Full Page</b> with Leaderboard .....	\$6,685
<b>Facing Online TOC – Full Page</b> with Leaderboard .....	\$6,685
<b>Following Online TOC – 1/3V Bleed</b> with Medium Rectangle .....	\$4,350

### GENERAL INTEGRATED RATES

ANNUAL RATES	NET
<b>Two-Page Spread with Medium Rectangle</b> .....	\$9,750
<b>Full Page with Medium Rectangle</b> .....	\$5,975
<b>Two-Thirds Vertical Bleed with Leaderboard</b> .....	\$5,470
<b>Half-Page Vertical with Leaderboard</b> .....	\$4,765
<b>Half-Page Horizontal with Leaderboard</b> .....	\$4,055
<b>Third-Page Vertical with Medium Rectangle</b> .....	\$3,585
<b>Third-Page Horizontal with Medium Rectangle</b> .....	\$3,585
<b>Quarter-Page Vertical with Leaderboard</b> .....	\$2,880
<b>Eighth-Page Horizontal with Medium Rectangle</b> .....	\$2,170
<b>Additional Advertiser Listing</b> .....	\$200

ADVERTISEMENTS  
IN MAGAZINES ARE MORE  
**Effective**  
AT DRIVING WEB  
TRAFFIC THAN OTHER  
ADVERTISING  
PLATFORMS



### CONTENT PLACEMENT SPONSOR

<b>Full Page - with Medium Rectangle</b> .....	\$6,685
Choose from: Upfront Article 1, Upfront Article 2, Upfront Article 3, Quality of Life, Business Climate (3), Health & Wellness, Talent, Community Profile, Economic Profile	
<b>1/2H Bleed - with Leaderboard</b> .....	\$4,480
Choose from: Quality of Life, Business Climate, Health & Wellness, Talent	
<b>1/4H Bleed - with Medium Rectangle</b> .....	\$3,100
Choose from: Community Profile, Economic Profile	

### BRAND STORIES

<b>2 Full Page Spread with Medium Rectangle</b> .....	\$12,580
<b>Full Page with Medium Rectangle</b> .....	\$8,805

### SPONSORED CONTENT SECTION

Choice of Full or Digest Size	8-Page	16-Page
Print	✓	✓
Stand-Alone Digital Magazine	✓	✓
Online Medium Rectangle Display Ad	✓	✓
1,000 Overrun Copies	✓	✓
Marketing Landing Page	✓	✓
Digital Content with Promotion	✓	✓
	\$24,700	\$38,700
<b>Brochure Paper/Stock Upgrade</b>		
2,500 Overrun Copies	+\$2,500	+\$4,405



**LIVABILITY  
MEDIA**

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(615) 850-0300 • Fax: (615) 771-0079

## 2025 DIGITAL RATE SHEET

# LIVABILITY MEDIA

## Distribution Channels

- 1 INFO REQUESTS
- 2 CHAMBER MEMBERS
- 3 TRADE SHOWS
- 4 ECONOMIC DEVELOPMENT ORGANIZATIONS/SITE SELECTORS
- 5 HEALTH CARE PROVIDERS AND HOSPITALS
- 6 UTILITY COMPANIES AND MANUFACTURERS
- 7 SCHOOLS AND COLLEGES / UNIVERSITIES
- 8 HOTELS AND AIRPORTS
- 9 FINANCIAL INSTITUTIONS
- 10 REAL ESTATE
- 11 PROFESSIONAL OFFICES / PUBLIC PLACES

## RESERVE YOUR Magazine today!

- Complimentary copies will be provided to you for marketing your business.
- Additional copies are available to advertisers for the cost of shipping and handling.

Magazines	10	25	50	100	200	300	300+
Shipping & Handling	\$15	\$25	\$45	\$60	\$86	\$105	\$1.50 each + S & H

### ADDITIONAL INFORMATION & PAYMENT TERMS

Submitted online display ads may be updated throughout the year at \$50 per submission.

Find additional information regarding submission of print and online materials on the Digital Submission Guidelines form or online at [livabilitymedia.com/advertising](http://livabilitymedia.com/advertising).

Payment is required with contract. <http://livability.com/payment>



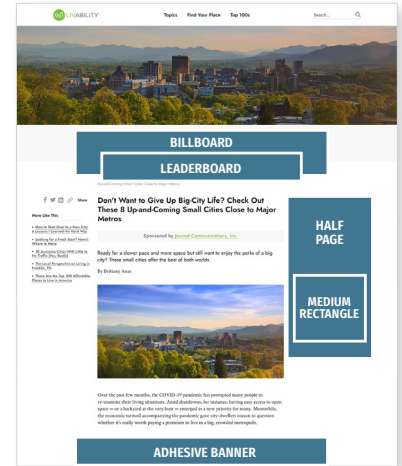
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## ONLINE SIZES

- 1 BILLBOARD
- 2 LEADERBOARD
- 3 HALF-PAGE
- 4 MEDIUM RECTANGLE
- 5 ADHESIVE BANNER



## STANDARD ONLINE DISPLAY ADS CITY/REGIONAL PAGES

Billboard.....	\$2,400
Half Page .....	\$2,400
Leaderboard .....	\$1,200
Medium Rectangle .....	\$1,200
Adhesive Banner .....	\$2,500

### RUN OF STATE

Billboard.....	\$4,800
Half Page .....	\$4,800
Leaderboard .....	\$2,400
Medium Rectangle .....	\$2,400
Adhesive Banner .....	\$5,000

## CATEGORY SPONSORSHIP .....\$5,000

Choice of: Experiences & Adventures • Food Scenes  
Healthy Places • Affordable Places to Live • Where to Live Now  
Education, Careers & Opportunity • Love Where You Live

- Site Sponsor Recognition ✓
- Half Page (Adhesive) ✓
- Half Page (General Rotation) ✓

## DIGITAL MAGAZINE SPONSORSHIP .....\$5,000

- Billboard ✓
- Adhesive Banner ✓
- Site Sponsor Recognition ✓

## DIGITAL BRAND STORY .....\$4,000

- Included in ENewsletter .....\$500
- Web Brand Story PDF File.....\$250

## VIDEO SPONSORSHIP .....\$7,500

Be the exclusive sponsor of your community's Livability video. Your logo will be featured at the beginning and end of the video, and also be recognized on the site as the sponsor.