

BEST OF
JACKSON HOLE
— 2021 —

Best of Jackson Hole
Media Kit

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What is Best of Jackson Hole?

Since 2007, Best of Jackson Hole annual awards have recognized local businesses, organizations, people, and experiences for their awesomeness in 85+ categories. Voted on by community members, a Best of Jackson Hole award is highly coveted, and get-out-the-vote campaigns are fierce. Buckrail is pleased to continue the tradition and bring you the **Best of Jackson Hole 2021**.



The Vote

Every spring, the people of Jackson Hole vote for their favorite local watering-holes, businesses individuals, and activities in our annual competition. Tens of thousands of votes are cast in 85+ categories and, when the dust settles, we crown the **Best of Jackson Hole!**

Key Stats

10,500+

Nominations in 2021

9,000+

Participants in 2021

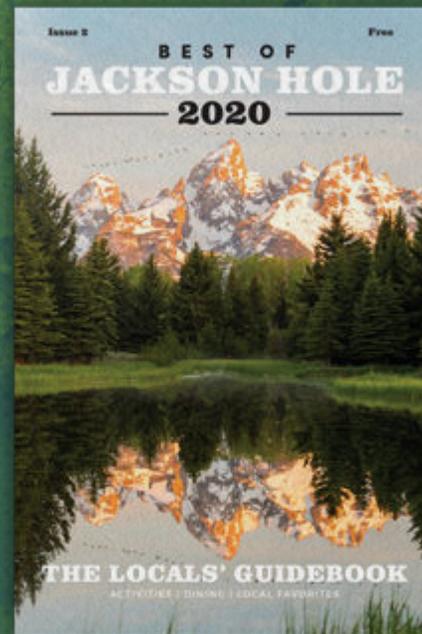
100,000+

Votes in 2021



Guidebook Distribution

Best of Jackson Hole has evolved from a special edition of an alt-weekly newspaper into a gorgeous print guidebook that is distributed free on racks and stands all around Jackson Hole. It also features a robust web platform reaching tens of thousands of people from around the world when they search for the best Jackson Hole has to offer.



12,000+

Copies distributed in 2020

70+

Distribution points

75,000+

Estimated readership in 2020



Guidebook Ad Layout & Pricing

Sales Close May 28

1 PREMIUM PLACEMENT PACKAGES

Inside Front Cover | **\$3,650**

Inside Back Cover | **\$3,650**

Back Cover | **\$5,250**

First Five Pages | **\$3,150**

INCLUDES

- Premium placement full page print ad in magazine
- Featured web listing
- Display ad on Buckrail and Best of JH (100K impressions over 2 months)

1 Full Page Package | **\$2,850**

INCLUDES

- Full page print ad in magazine
- Featured web listing
- Display ad on Buckrail and Best of JH (100K impressions over 2 months)

2 Half Page Package | **\$2,000**

INCLUDES

- Half page print ad in magazine
- Featured web listing
- Display ad on Buckrail and Best of (65K impressions over 1 month)

3 Featured Listing Package | **\$450**

INCLUDES

- Featured web listing
- Featured photo
- Listing name, description, address
- Website & social links
- Business hours
- Reviews & star rating
- Buckrail side-bar widget
- Text only print listing in magazine (for non-winners)

Each additional featured listing - \$200



Website Listings & Pricing

Free Listing

INCLUDES

- Listing Name
- Description
- Address

1 Featured Listing Package | \$450

INCLUDES

- Featured web listing
- Featured photo
- Listing name, description, address
- Website & social links
- Business hours
- Reviews & star rating
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Buckrail.com Integration

- 1 Best of Jackson Hole Widget** - *All Featured Listings*
If you buy a digital listing you are also shown in the Best of Jackson Hole Widget in the Buckrail sidebar, which is seen millions of times each year. The Widget lays a powerful link trail to your Featured Listing on BestofJacksonHole.com, improving your Featured Listing search results on Google.
- 2 Digital Display Ads** - *All Print Ad Packages*
Earn impressions, clicks, and brand awareness through digital display ads on both Buckrail.com and BestofJacksonHole.com

2,400,000

Users in 2020

8,600,000

Website traffic in 2020



2021 Ad Sales Are Now Open

Reserve Your Space Today!

Ads sales close May 28th

Sales Director: **ALYSON KLACZKIEWICZ**
alyson@bestofjacksonhole.com
307-413-1568

Media & Creative Partners

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