

# THE LOCALS' GUIDEBOOK

ACTIVITIES | DINING | LOCAL FAVORITES



Media Kit | 2023



THE LOCALS' GUIDEBOOK

# What is the Locals' Guidebook?

The Locals' Guidebook encompasses the tips, tricks, stories, and special souls of Jackson Hole. Inside, you'll find a different kind of guide. A guide that highlights the hidden gems of the valley, celebrates the folks that work hard to make their lives here, and inspires readers to have

experiences that they would never have found through a search engine.

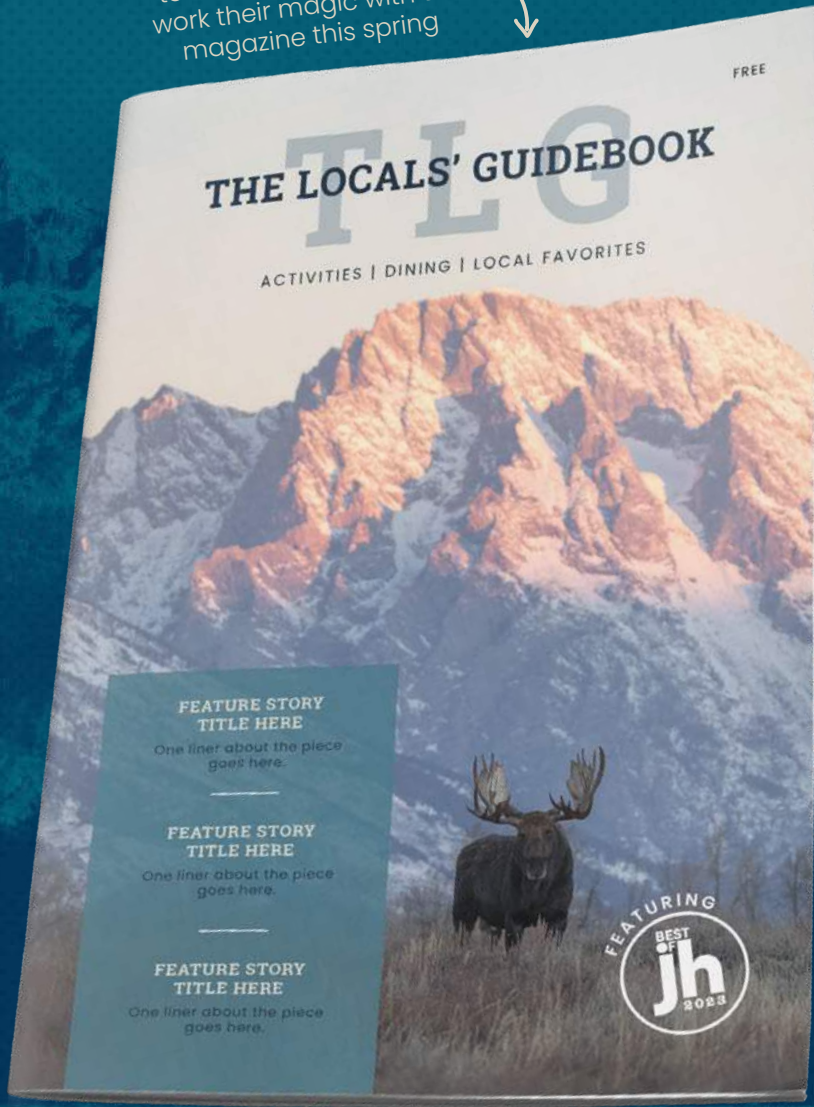
The guidebook is also your one-stop-shop for the 2023 best of Jackson Hole winners. these awards recognize local businesses, organizations, people, and experiences for their awesomeness in 90+ categories.





## THE LOCALS' GUIDEBOOK

This is a mock up sample cover of the **NEW Locals' Guidebook** and is subject to change as designers work their magic with the magazine this spring



# Distribution

19,000+

Copies distributed in 2022

75+

Distribution points

125,000+

Estimated readership in 2022





## THE LOCALS' GUIDEBOOK

# Will the Best of Jackson Hole 2023 winners be featured in The Locals' Guidebook?



**Yes!** The Local's Guidebook will still feature winners from each category but will also include more stories, more pictures and more opportunities to advertise local business through new placements. Every winter, 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 90+ categories and, when the dust settles, we crown the Best of Jackson Hole!

## Key Stats

15,000+ 118,300+ 120,000+

Nominations

Participants

Votes





1  
YOUR  
AD  
HERE!

3  
YOUR  
AD  
HERE!

2  
YOUR  
AD  
HERE!



convallis non urna. Sed elementum nunc sit amet dictum lobortis. Nunc venenatis, risus at tincidunt finibus, dolor elit convallis lacus, id tristique felis enim id sem. eleifend luctus. Fusce non eros ac felis semper fermentum.

Donec at quam ultrices, laoreet velit a, pharetra lectus. Fusce vitae metus mi. Phasellus egestas dictum lobortis. Nunc venenatis, risus at tincidunt finibus, dolor elit convallis lacus, id tristique felis enim id sem.

## Ad Layout & Pricing

### Premium Placement Packages

Inside Front Cover | **\$4,050**

Inside Back Cover | **\$4,050**

Back Cover | **\$5,850**

First 5 Pages in Guide | **\$3,500**

#### INCLUDES

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

### 1 Full Page Package | **\$3,185**

#### INCLUDES

- Full page print ad in magazine
- Featured web listing
- Display ad on Buckrail (110K impressions over 2 months)

### 2 Half Page Package | **\$2,350**

#### INCLUDES

- Half page print ad in magazine
- Featured web listing
- Display ad on Buckrail (55K impressions over 1 month)

### 3 Third Page Package (Print) | **\$1,150**

#### INCLUDES

- Q&A Spotlight in Locals' Guidebook
- Featured Photo
- Featured web Listing

**Sales Close May 22**

**BOOK NOW!**



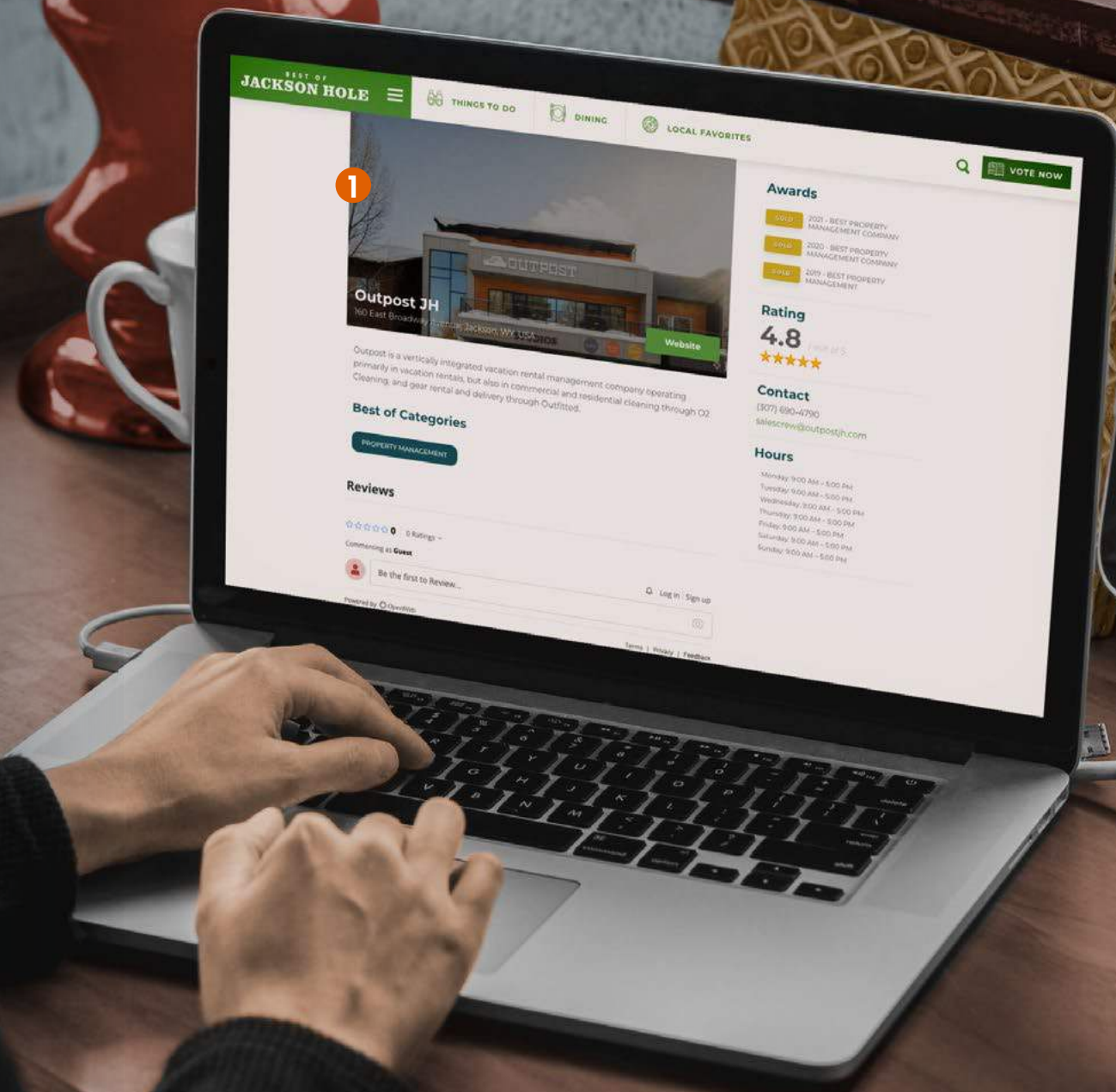
**ALL DIGITAL**

# Best of Jackson Hole Website Listing & Pricing

**1** BestofJacksonHole.com  
Featured Web Listing | **\$500**

## INCLUDES

- Featured Web Listing
- Featured photo
- Listing name, description, address
- Website & social links
- Business hours
- Reviews & star rating
- Buckrail side-bar widget



# 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

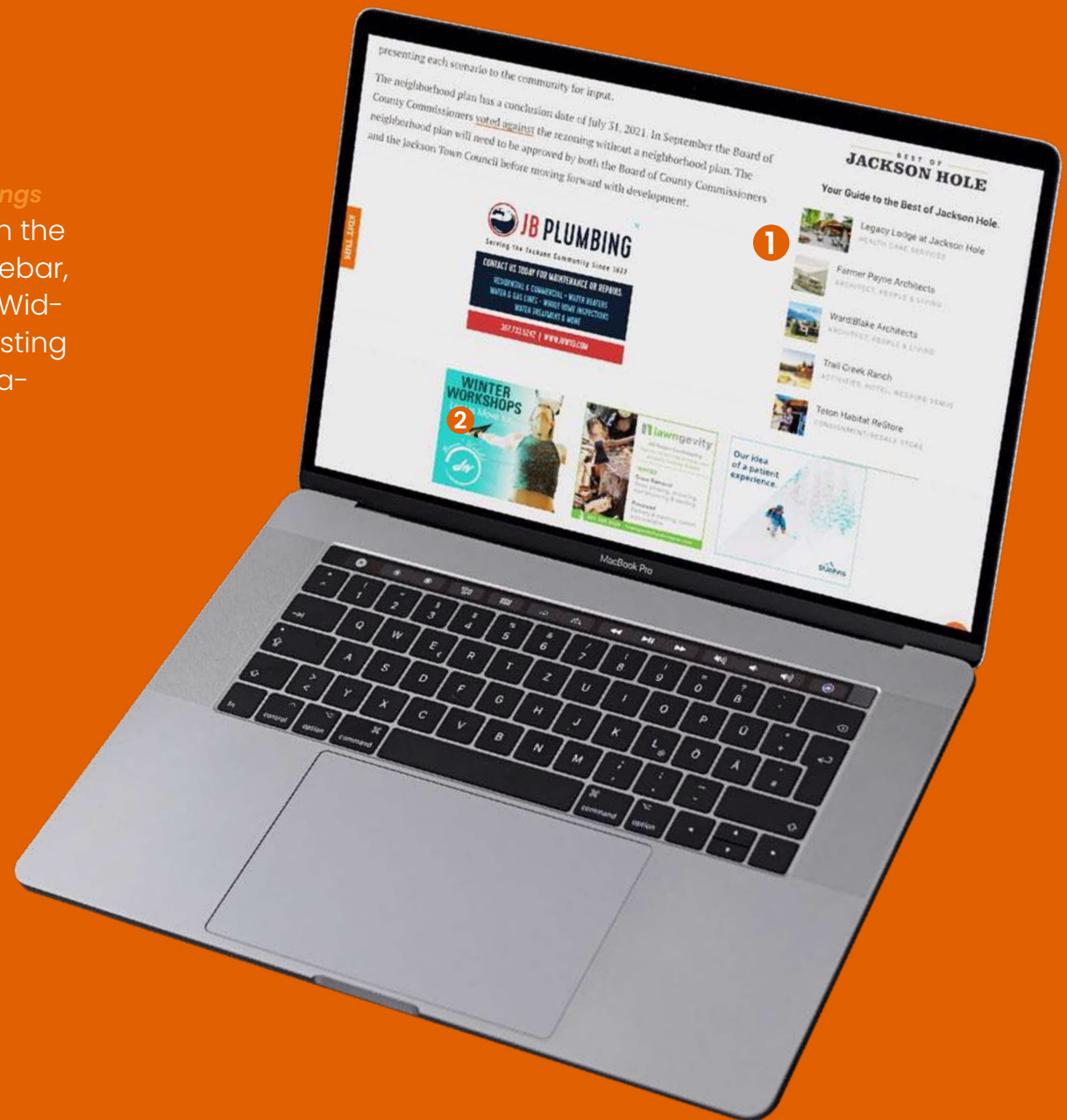
Earn impressions, clicks, and brand awareness through digital display ads on Buckrail.com

# 2,100,000

Users in 2022

# 6,000,000

Website traffic in 2022



# 2023 Ad Sales Are Now Open

**Reserve Your Space Today!**

Ads sales close **May 22<sup>nd</sup>**

**Sales Director: ALYSON KLACZKIEWICZ**

alyson@bestofjacksonhole.com

307-413-1568

**Media & Creative Partners**

**BUCKRAIL**

Quick, objective community news at your fingertips.

**TETON**  
**mediaworks**

*Orijin*





# THE LOCALS' GUIDEBOOK

ACTIVITIES | DINING | LOCAL FAVORITES



## Full Page

← page size: 7" x 10"

← safety margins:

top & bottom: 0.25" | inside & outside: 0.5"

← bleed: 0.25" on all 4 sides

300 dpi

CMYK

No crop marks

## Half Page

◦ page size: 6.5" x 4.6"

◦ safety margins:

top & bottom: 0.25" | inside & outside: 0.5"

◦ bleed: 0.25" on all 4 sides

300 dpi

CMYK

No crop marks

## Advertising Production Specifications

### In what format should I submit my ads?

PDF file format or Packaged InDesign Folder

### What is the preferred or max file size?

25MB or less

### Other requirements:

300dpi resolution, all images in

**CMYK color**

(no RGB or sRGB. WEB SWOP preferred profile)

embedded/outlined typefaces

### *Do not include crop marks*

when providing a PDF. The PDF should be the size of the final ad to ensure a perfect fit.

## Where to Reserve & Submit Your Ads

Advertising Sales Director:

**Alyson Klaczekiewicz**

[alyson@bestofjacksonhole.com](mailto:alyson@bestofjacksonhole.com)

307-413-1568

download design templates **here**