

THE LOCALS' GUIDEBOOK

ACTIVITIES | DINING | LOCAL FAVORITES



Media Kit | 2024



THE LOCALS' GUIDEBOOK

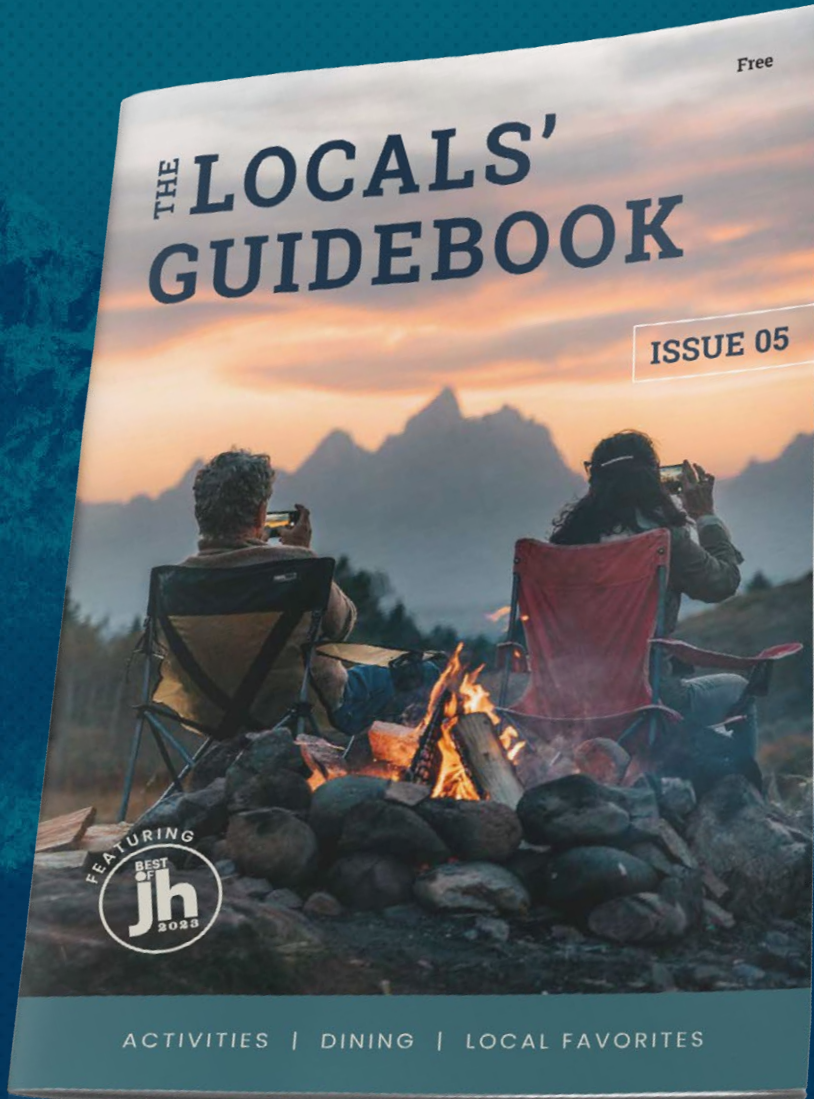
What is the Locals' Guidebook?

Introducing the perfect platform to showcase your business to the vibrant community of Jackson Hole – The Locals' Guidebook. As a sought-after resource brimming with insider tips, tales, and the vibrant spirit of this unique community, the Guidebook offers advertisers an unparalleled opportunity to connect with both locals and visitors alike.

Position your brand in front of an engaged audience eager to discover the best this valley has to offer. With print ad space available, seize the chance to elevate your visibility and join us in celebrating Jackson Hole in The Locals' Guidebook.



THE LOCALS' GUIDEBOOK



Distribution

19,000+

Copies to be distributed in 2024

75+

Distribution points

125,000+

Estimated readership in 2023



THE LOCALS' GUIDEBOOK

Will the Best of Jackson Hole 2024 winners be featured in The Locals' Guidebook?



Yes! The Local's Guidebook serves as printed access to the cream of the crop: the 2024 Best of Jackson Hole Winners. Celebrating excellence across 90+ categories, these awards honor the outstanding businesses, organizations, personalities, and experiences that define the essence of Jackson Hole.

Key Stats

11,000+

Nominations

10,830+

Participants

110,000+

Votes



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malesuada,
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varius nec n

STICKERS AS POLITICAL/SOCIAL COMMENTARY

In a small transient town like Jackson, political and social issues become a community discussion. With issues such as housing, employer shortages and the ever-rising cost of living in the valley, stickers have become a way to anonymously comment and make light of those topics in a tangible, meme-like way.

Because stickers have been slapped for the past few decades, some have turned into cultural artifacts. "Don't let the hole lose its



The Snake River Brewing holding tank is covered in stickers as far as people can reach, or climb.

soul," is a classic sticker that signified the sentiment of residents wanting to retain the character of the town. The sticker can still be spotted, and at any bar in town, you can find someone to debate the topic with.

Wildlife in the Jackson Hole region is also a huge part of the fabric of the community. Cars around the valley can be seen with "I brake for wildlife" or "I brake for migration," an attempt to urge other drivers on the road to slow down and be aware of wildlife on the roadways.

Over the past few years, Jackson and mountain towns across the country have gone through changes. With new homes, hotels, condos and apartments being built all across town, artifacts of a time passed still remain in certain corners of the community. Regardless of the subject matter, stickers reflect the cultural moment, past and present, of our little town. T L G

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TAMPER EVIDENT T L G TAMPER EVIDENT T L G TAMPER EVIDENT T L G TAMPER

What's a Sloshie?

By Jessica L. Flammang

In just a few years, sloshies have become ubiquitous Jackson Hole refreshments. Akin to an alcoholic smoothie, these succulent frozen drinks are not only served in bars and restaurants but also in gas stations and markets. Classic varieties of the sugary, adult frozen beverage like the Greyhound, Huckleberry Vodka, and the Moscow Mule started out in a few locations in town like Creekside and Hoback Market.

Sloshies are made from scratch with just a handful of ingredients including mixers, ice, fresh-squeezed juice, corn syrup and a generous helping of alcohol. Blended in large containers on display reminiscent of Icee drinks branded in the eighties, they lure

thirsty adventure seekers on their way to raft the Snake River, swim at String Lake, huck themselves off the rock at Phelps Lake on a sizzling summer day, charge the ski resorts in the winter months, and after their daily valley treks and biking trails.

Sloshies have become a staple of mountain life—concoctions enjoyed year-round. Of course, it's critical to enjoy responsibly, as the high-octane slurpees can leave sippers pretty buzzed. So sip away, but make sure you aren't driving, don't have to work, and have a few hours to sober up before any appointments or responsibilities your day might hold. Cheers, mountain people! T L G

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Ad Layout & Pricing

Premium Placement Packages

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INCLUDES

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INCLUDES

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INCLUDES

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INCLUDES

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- Website & social links
- Business hours
- Reviews & star rating
- Buckrail side-bar widget



Buckrail.com Integration

1 Best of Jackson Hole Widget – All Featured Listings *More bang for your buck*

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 Business Featured Listing search results on Google.

2 Digital Display Ads – All Print Ad Packages

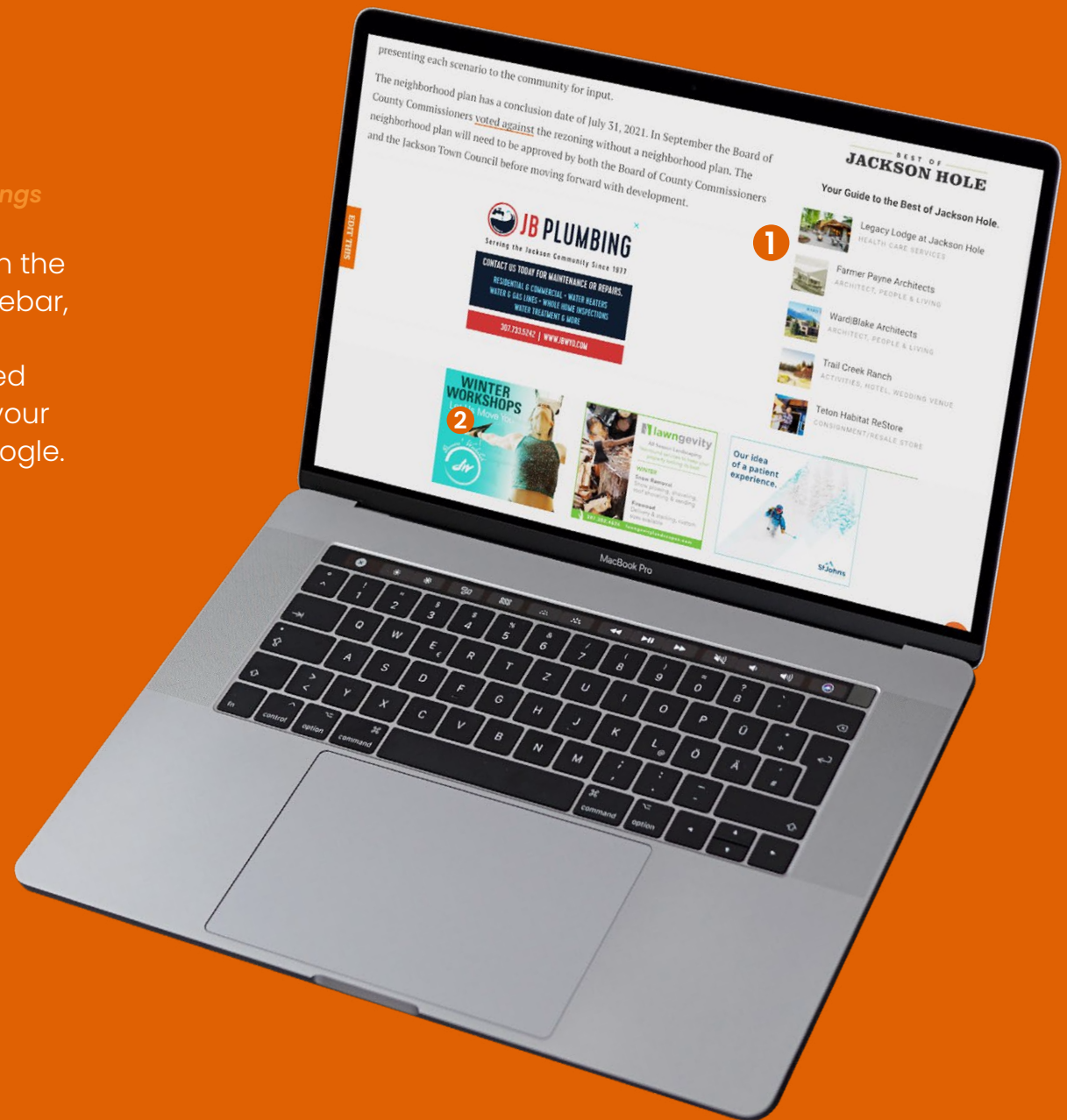
Earn impressions, clicks, and brand awareness through digital display ads on Buckrail.com

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Website traffic in 2023



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