

Jackson Hole
Chamber of Commerce

Explorer
Magazine

2024
Media Kit

JACKSON HOLE

EXPLORER

MAGAZINE

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The Official Guide for Grand Teton,
Yellowstone and Jackson Hole



Get Inspired

The Official Vacation Planner of Jackson Hole and the Greater Yellowstone Region helps reach 75,000 readers each year—informing them where to stay, eat, and play. This widely-read publication, brought to you by the Jackson Hole Chamber of Commerce showcases the region's most celebrated assets via:

- **Spectacular photography**
- **Authentic, inspiring and engaging sponsored content**
- **A year-round focus on recreation, entertainment, lodging, dining and more**
- **Fascinating local profiles, actionable itineraries, informative and easy-to-navigate maps**
- **A thorough calendar of not-to-miss events**
- **Regional, National and Global Distribution: placement in over 15 travel & trade shows throughout North America and beyond**

VALUE ADD:

- Presence in a significantly abbreviated Membership Directory
- Complimentary wooden Explorer Magazine display case and/or weather-proof, outdoor display case that suctions onto windows



Why Advertise

Local Delivery

Distributed by paid professional staff directly to visitors 364 days a year. Locations include: the Home Ranch Center, the Greater Yellowstone Visitor Center, the Jackson Hole Chamber Center, and Jackson Hole Airport

Digital Integration

Over 5,500 digital downloads with bonus hotlinks

Electronically distributed at national and international trade shows

Regional Distribution

Available at key corridor Welcome Centers in Wyoming and mailed throughout the year to thousands of visitor requests.

Distributed to every Chamber member with multiple copies delivered to all advertisers and thousands distributed to hotels for in-room display.



Ad Sizes

SUBMISSION DEADLINE | FEBRUARY 19, 2024

2-PAGE SPREAD

Non-Bleed: 15.75in x 9.875in
1/8in Bleed: 17in x 11.125in
Trim Size: 16.75 x 10.875in
Margin: 0.75in

Cost: \$6,340

FULL PAGE

Non-Bleed: 7.375in x 9.875in
1/8in Bleed: 8.625in x 11.125in
Trim Size: 8.375 x 10.875in
Margin: 0.75in

Cost: \$2,892

1/2 PAGE
VERTICAL

4.85in x 7.312in

Cost: \$1,780

1/2 PAGE
HORIZONTAL

7.375in x 4.812in

Cost: \$1,780

Ad Sizes, cont.

SUBMISSION DEADLINE | FEBRUARY 19, 2024



2.3in x 9.875in

Cost: \$1,445



4.85in x 4.812in

Cost: \$1,445

Display Ads

One Business Listing
Included with Ad

Full Page - Premium (First 20 pages)
\$3,560

Back Cover
\$6,675

Inside Front Cover, Page 1 or
Inside Back Cover
\$5,005

Non-Display Ads

Business Listing with Photo
\$555

Business Listing -
No Photo & Lodging Grid
\$445

Please provide:

- 50-70 words about your business
- Contact information (email, phone, website)

For listing with photo:
Image must be high resolution at
300dpi

FAQ

What file format should I submit for my ad?

PDF is best but we also accept high resolution JPGs (300 dpi and at least 1MB in size). Please make sure you've exported in CMYK.

What are the deadlines for ad submission?

Please have final print ready files delivered by February 19, 2024. Please contact us if you need an extension or revision past the deadline.

Where will my business listing be located in the magazine?

In the ad buy form, you will have a selection of placements to choose from that best fit your business. Your listing will be featured in your selected area.

I want to buy more than one business listing. Is that possible?

Yes. Additional business listing or lodging grid features are available for an additional \$337 each.

Where do I submit my ad?

Please email final files to Casey Cochran: casey@jacksonholechamber.com

Creative Services

Empower your brand's narrative with our creative services. Our seasoned team of graphic designers are dedicated to elevating your brand presence through professionally crafted ad design.

If you don't have an ad or a preferred graphic designer, Orijin provides ad design services. The base rate for services starts at \$300 and includes two rounds of revisions. Please provide a logo, content, and your logo file. Any additional services such as copy-writing and content creation is billed at \$150/hr.

Email us to get started:
orijin@orijinmedia.com





JACKSON HOLE
CHAMBER
OF COMMERCE

RIDE FOR THE BRAND

Reach Us!

Questions about what ad size is best for
your company? Need help with design?
Have a story you'd like to pitch?

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Email: casey@jacksonholechamber.com

Mail: JH Chamber Explorer
PO Box 550
Jackson, WY, 83001