

Let Everyone Know About You!

Reach Visitors & Residents for 12 Months with One Buy!

What is the best, most economical way to reach people with your merchandising message?

The **2025/2026 Free Guide to Cheyenne** is an established and exciting full color gloss magazine, produced by Trader's Publishing. 30,000 copies will be distributed in this area, targeting visitors and travelers at Cheyenne Area Visitors and Convention Centers, participating retailers, restaurants and lodging facilities. The outstanding quality and usability of the **Guide to Cheyenne** make it the perfect tool for visitors as well as local residents throughout the year. In addition, this publication is available online at: www.guidetocheyenne.com. Every ad and every page is available to the world 24 hours a day, 7 days a week.

This magazine is a comprehensive reference guide including current, informative articles about Cheyenne's history, demographics, arts and culture, transportation, parks and recreation, business, Warren Air Force Base, Cheyenne Frontier Days™ Celebration and shopping. The new **Guide to Cheyenne** will offer many reasons for visitors to stay longer and see more, generating greater revenue for the area.

For added convenience, the magazine includes detailed maps of Cheyenne and the surrounding area. On each map, there will be locator numbers, which will correspond to a number placed in your advertisement and in the directory guiding tourists right to your door.

The **Guide to Cheyenne** is designed and produced by Trader's Publishing, southeast Wyoming's leader in free publications for more than 50 years. You can trust this advertising investment to bring you results!

Circulation:

30,000

Format:

8½"x11" Full Color
Gloss Magazine

Preferred Placement Space Reservation:

February 7, 2025

Space Reservation:

February 14, 2025

Copy Deadline:

February 21, 2025

- ALL RATES INCLUDE FULL COLOR -

Back Page	\$2,112
Inside Front or Inside Back Cover....	\$1,580
Preferred Placements (Current advertisers have first right of refusal)	
Two Page Spread	\$1,906
Full Page	\$1,258
Half Page	\$879
Quarter Page	\$658
Eighth Page.....	\$404

Mechanical Requirements

(Width x Length)

Full Page:	7¼"x9½"
Full Page with Bleed: 1/8" Bleed and ½" Margins	8½"x11"
Half Page: (Horiz.)	7¼"x4 ⁵ / ₈ "
Half Page: (Vert.)	3½"x9½"
Quarter Page:	3½"x4 ⁵ / ₈ "
Eighth Page:	3½"x 2 ³ / ₁₆ "

**PLEASE CALL 307.634.8895
TO SPEAK TO A SALES REPRESENTATIVE
FOR QUESTIONS OR TO RESERVE SPACE**