

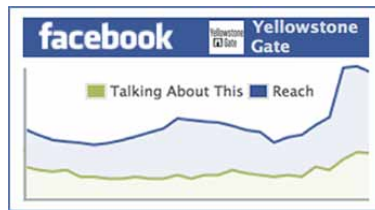
Yellowstone Gate

Your gateway to news about the parks

Yellowstone Gate was started to connect locals, park insiders and frequent visitors with each other, and to readers planning a trip to Yellowstone and Grand Teton parks.

The one-of-a-kind site builds on the knowledge and expertise of an active and engaged readership in the parks and gateway towns while leveraging the curiosity and excitement of first-time visitors to create an online community uniquely dedicated to the greater Yellowstone area.

Our daily news updates, interactive features like the user-generated 'Parked for a Day' series and our extensions onto social media and mobile platforms make Yellowstone Gate the one site visitors go to for news, information, entertainment and updates about the parks.



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Home / News / State and Regional News / Wyoming News

Park planners move forward with plan to allow 318 snowmobiles per day

By RUFFIN PREVOST Gazette Wyoming Bureau | Posted: Monday, September 21, 2009 5:30 pm | 1 Comment

Tweet 0 Recommend Be the first of your friends to recommend this.

CODY - Yellowstone National Park managers are moving forward with a plan that will allow entry each day of up to 318 snowmobiles and 78 snow coaches when the park opens for the winter season starting on Dec. 15.

A federal appeals court is expected to hear oral arguments Friday in an ongoing legal dispute between environmental groups and snowmobile advocates over how many sleds should be allowed in the park.

Daily limits over the last several years have ranged from 540 to 720. But separate rulings from federal

Yellowstone Gate was started in November 2011 by award-winning reporter Ruffin Prevost, who was previously the managing editor for WyoFile, Wyoming's statewide online news service. He worked from 2005-2010 for the Billings Gazette covering northwestern Wyoming, Yellowstone Park and its surrounding communities.

REUTERS EDITION: U.S. Register

Bear injures hunter in Grand Teton National Park

By Ruffin Prevost
CODY, Wyo | Mon Oct 31, 2011 8:25am EDT

(Reuters) - A Wyoming hunter was injured on Sunday in an attack by a bear in Grand Teton National Park, officials said.

Yellowstone Gate founding editor Ruffin Prevost writes for a global readership as the Wyoming correspondent for Reuters international wire service, a position he continues to hold.

Yellowstone Gate

Home Inside the Parks Gateway Communities Wildlife

Wildlife Watching 101: Grizzly Bears

Yellowstone National Park

Copyright Sandy Steir/Wild at Heart Images

A 600-pound grizzly bear in Yellowstone Park's Hayden valley tries to have some fun with a wary coyote. (Wanda Gull photo - click to enlarge)

Popular Posts & Trending Topics

- Cowboy Bar in Meeteetse stays true to its Western outlaw roots
- View Grand Teton while you stroll along Jackson Lake Dam
- Yellowstone fishing permit fees to rise for 2012 summer season

Yellowstone Gate won the first-ever "Promi Prize" for innovative promotional parks coverage by the National Parks Promotion Council for the user-generated 'Parked for a Day' series.



Yellowstone Gate combines news, photography, video, interactive features and social media to create the most engaging online community possible for presenting your message to a highly targeted and receptive audience.

Yellowstone Gate

2012 Ad Rates, Sizes and Placements

Reach a target audience of regional and visiting park lovers who are passionate about Yellowstone and Grand Teton.

Associate your brand with a leading online community of active and engaged readers who turn to Yellowstone Gate for the definitive word on Yellowstone and Grand Teton national parks and their gateway communities.

Support independent, local, online journalism that focuses exclusively on the parks and their gateways.

- Learn about our special sponsored content arrangements and other unique branding and promotional opportunities.
- Design your own ad or let us handle your creative work for no extra fee.
- Run multiple creatives under a single contract at no additional charge.
- Get a discount rate on your multi-month order.

Call 307-213-9198 or email ads@yellowstonegate.com for more information.

1	<h3>Half-Page</h3> <p>300x600</p> <p>right sidebar of every page 3 ads in rotation</p>
2	<h3>Leaderboard</h3> <p>728x90</p> <p>top & bottom of every page 3 ads in rotation</p>
3	<h3>Rectangle</h3> <p>300x250</p> <p>right sidebar of every page 4 ads in rotation</p>
4	<h3>Mini-Banner</h3> <p>300x100</p> <p>right sidebar of every page 4 ads in rotation</p>
5	<h3>Button</h3> <p>120x60</p> <p>below homepage headlines only 8 ads in rotation</p>

The screenshot shows the Yellowstone Gate website homepage. The layout includes a header with the site logo and navigation, a main content area with various news articles, and a right sidebar with advertisements. Red callout boxes with numbers 1 through 5 indicate the locations of different ad sizes:

- 1:** A large vertical ad in the right sidebar.
- 2:** A horizontal ad at the top of the page, below the header.
- 3:** A horizontal ad in the right sidebar, below the top ad.
- 4:** A horizontal ad in the right sidebar, below the middle ad.
- 5:** A horizontal ad in the right sidebar, below the bottom ad.

The website content includes sections like "Yellowstone, Grand Teton & Local Headlines", "Inside the Parks", "Gateway Communities", "Wildlife, People and Commentary", and "Featured Flickr Photo".

Yellowstone Gate



Online ad sizes and specifications

We are happy to create a banner for you as part of your ad buy, or you may provide your own. To ensure a quality reader experience and fast loading time for your ad on our pages, we ask that you supply ads that conform to our specs. We host and serve all ads on our Wyoming-based server at Windhosting.net, powered by sustainable wind energy.

File formats: .jpg, .gif or .png **Resolution:** 72 ppi

All ads except 120x60 Buttons may be animated, but may not exceed the listed file size for each ad category. We reserve the right to reject ads that detract from the overall reader experience.

For more information:
Visit yellowstonegate.com/ads or contact Ruffin Prevost at 307-213-9818 or ruffin@yellowstonegate.com.



5

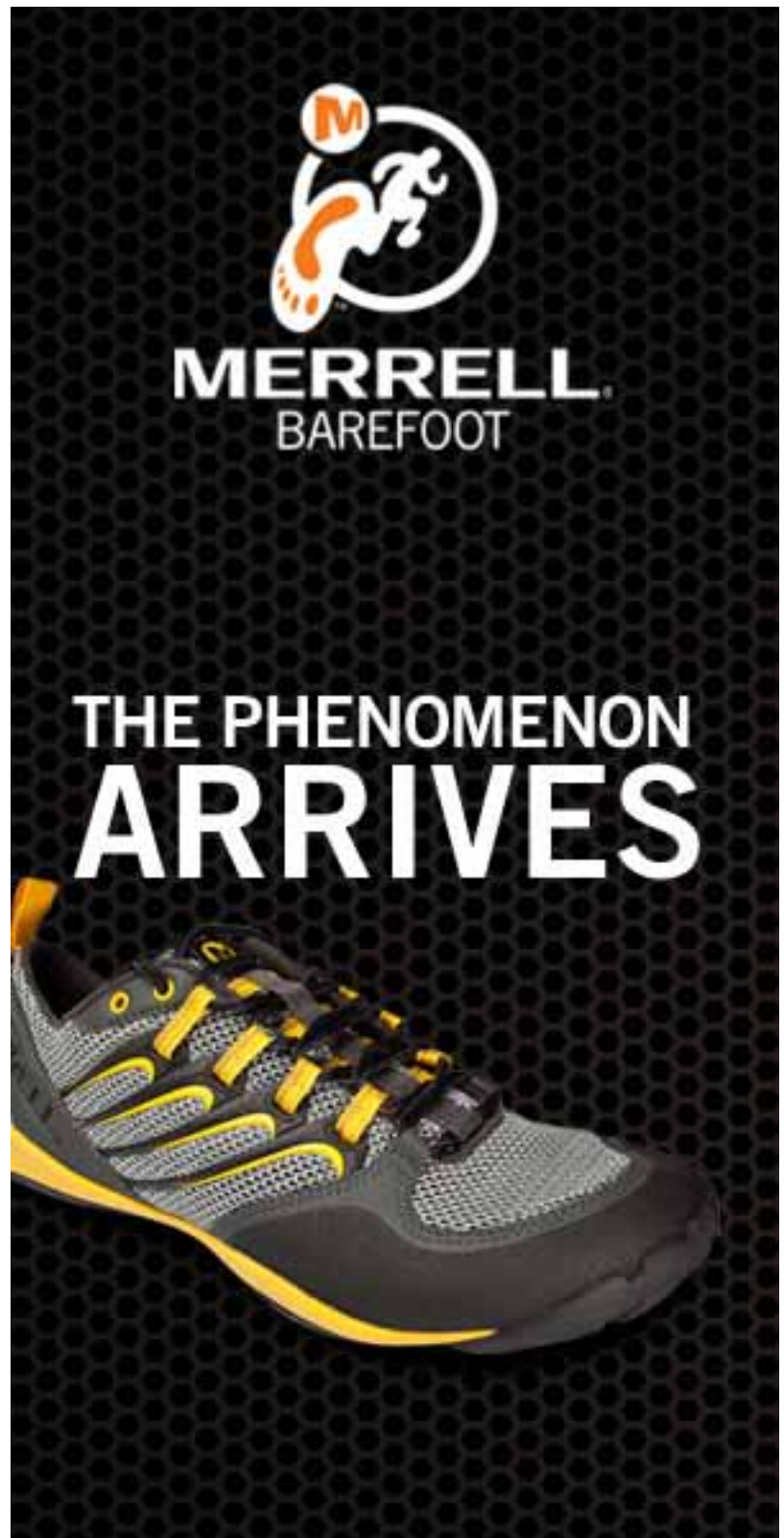
Button

120x60

homepage only
8 ads in rotation
maximum file size: 15k

Ideal for logo branding, affiliate marketing or maintaining a presence on the Yellowstone Gate home page. Buttons are our only ad format that do not enjoy run-of-site placement and that cannot be animated.

see reverse side for additional formats



1

Half-Page

300x600

right sidebar of every page
3 ads in rotation
maximum file size: 75k

Our largest ad offers ample room to make a dramatic impact on readers. Plenty of room for creative possibilities, and a format that is sure to be noticed on every page.

Yellowstone Gate

Online ad sizes and specifications

All ads shown to relative scale and at actual size when viewed at full resolution on a 17-inch or larger screen.

see reverse side for additional formats



4

Mini-Banner

300x100

right sidebar of every page
4 ads in rotation
maximum file size: 35k

Best executed when limited to a brand name, a short slogan or teaser and one or two simple images.



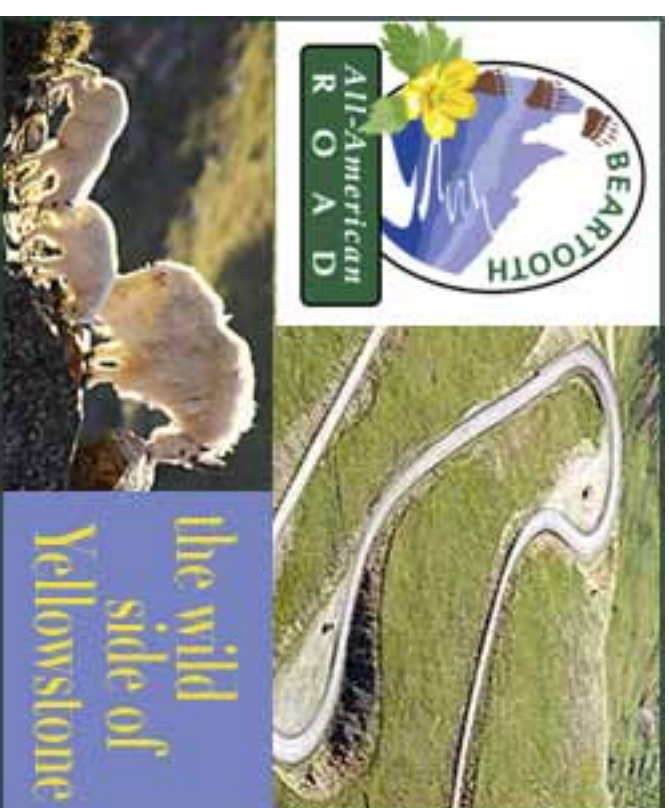
2

Leaderboard

728x90

top & bottom of every page
3 ads in rotation
maximum file size: 50k

A wide banner size that captures attention with premium placement at the top and bottom of each page. Can contain more complex images and wording.



3

Rectangle

300x250

right sidebar of every page
4 ads in rotation
maximum file size: 50k

A best-buy size and format with high click-through rates and enough room to offer strong visuals and a compelling text-based message.

Yellowstone Gate Online Advertising Fast Facts

Click-through rate:

The industry average click-through rate (the percentage of clicks on each ad out of all of those ads viewed) is as low as .2 percent. Yellowstone Gate's click-through rate averages 2.8 percent – that's 14 times the industry average.

Monthly unique visitors:

For the period Feb. 23-Mar. 23, Yellowstone Gate had 22,493 unique visitors

Pages per visit:

Yellowstone Gate's pages-per-visit (the number of pages viewed by each unique visitor) has averaged as high as 3.4 pages per visit, indicating a highly engaged readership.

Time-on-site:

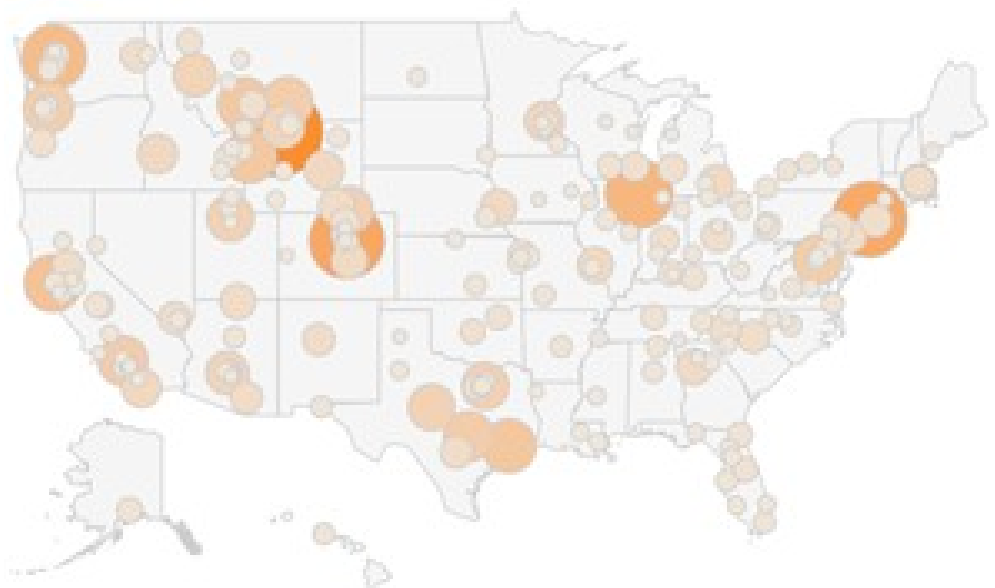
For the period Feb. 23-Mar. 23, Yellowstone Gate's time-on-site averaged as long as 3 minutes, 51 seconds, indicating a readership that values in-depth, quality content no offered at any other site. The industry average is about 2 minutes, 46 seconds.

Demographics:

Yellowstone Gate has readers from 132 different countries. About 78 percent of its readership is from the United States, with Cody being the top referring city. Cody visitors spent an average of more than 9 minutes per visit on the site. Other top-20 referring cities are: Denver, New York, Chicago, San Francisco, Houston, Jackson, Bozeman, Billings, Los Angeles, Salt Lake City, Austin, Missoula, Washington D.C., Portland, Cheyenne, Dallas, Powell, Phoenix and Minneapolis.

Viral reach:

Yellowstone and Grand Teton parks draw an engaged, impassioned readership. Our story on the unexplained sounds of Yellowstone Lake was shared more than 1,100 times on Facebook, while our April Fools' Day jackalope story has been shared with 1,700 Facebook users.



Frequent park visitation:

Whether they live in a gateway community, within a day's drive or on the far side of the ocean, our readers are frequent and enthusiastic visitors to Yellowstone and Grand Teton. In a recent informal online poll, we asked readers: Are you planning a visit any time soon to Yellowstone or Grand Teton? Turns out, 94 percent of them are! Here's how they answered:

41 %	I'll be there as soon as the parks open to spring auto traffic.
35 %	I'll get into one of the two parks at least once this summer.
18 %	I'm going to the parks multiple times this summer season.
6 %	I won't make it this year, but it's on my "bucket list."

An eye to sustainability:

Yellowstone Gate's readers represent a wide cross-section of political and environmental views. So it's no surprise that many of our readers look for sustainable practices, including when planning their travels. We asked readers: How important is sustainability to you in hotels and restaurants around Yellowstone and Grand Teton National Parks? Here's how they answered.

48 %	I strongly favor those businesses with solid sustainability policies.
36 %	It plays little to no role in my travel plans and decisions.
11 %	It's nice, but I don't want to have to pay extra for it.
5 %	It's something I look for, but it doesn't dictate my travel arrangements.

Gearing up for mobile:

According to the Gartner Group, more users will get online using mobile phones than PCs by 2013. Mobile searches have increased by 400 percent since 2010. Google found that 95 percent of smartphone users have searched for local information and 59 percent of users visit a business after searching for information about it. Yellowstone Gate recently completed Google's GoMo initiative, creating a working foundation for a mobile website, including mobile ad serving. Up to 15 percent of our daily traffic is from mobile devices, a figure that is growing. We're committed to reaching mobile users in a format that makes it easy to use our content, and see your ads.

Delivered to the desktop, handset and tablet:

Each week, Yellowstone Gate sends out a free email newsletter formatted to look great on PCs, smartphones and tablets. Our users opt-in to receive this newsletter, meaning they invite our content (and your marketing message) into their in-box. Our newsletter shows how engaged and active our users are, and subscriptions continue to grow.

Responsible privacy and marketing:

Yellowstone Gate has a posted privacy policy intended to inform readers of how we use their data. We believe in transparency and accountability in how we gather, review and use data gathered from our site. Our readers demand and deserve that we respect their privacy. We support and work to comply with the Digital Advertising Alliance's Self-Regulatory Program for Online Behavioral Advertising. That means we're working to make sure your ads won't end up alienating your target audience because of how they're implemented on our site.



104 Bear Creek Rd • Cody WY 82414
307-213-9818 • yellowstonegate.com

INSERTION ORDER

ADVERTISER INFORMATION:

Company Name: _____ Contact: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Fax: _____ Email: _____@_____

INSERTION SCHEDULE:

Days/Months scheduled for ad run: _____ through _____

Ad Size: Name: _____ Dimensions: _____

Monthly Rate: _____ Total Months: _____

Adjustments: _____ **Total Rate:** _____

Client provides ad | YG produces ad | web link: _____

SPECIAL INSTRUCTIONS:

APPROVED:  _____ **PRINT NAME:** _____

PAYMENT INFORMATION:

Advertiser may pay by cash, check or credit card. Invoice will be issued at start of monthly insertion and is due within 30 days. Button ads are billed as 3-month, full-pay contracts upon insertion. Monthly invoicing considered with approved credit. Please remit payment to: Yellowstone Gate, 104 Bear Creek Rd., Cody WY 82414 more info at yellowstonegate.com/ads editorial/ad design: 307-213-9818 or ruffin@yellowstonegate.com ad sales/service: 307-213-9198 or ads@yellowstonegate.com

RATES EFFECTIVE JANUARY 1, 2013

ALL RATES ARE FOR 1-MONTH RUN (30 days)

HALF-PAGE: \$435

300X600 pixels; appears run-of-site in right sidebar
in rotation with up to 2 other ads of same size; not to exceed 75k

LEADERBOARD: \$315

728X90 pixels; appears run-of-site at top and bottom of page
in rotation with up to 2 other ads of same size; not to exceed 50k

RECTANGLE: \$245

300X250 pixels; appears run-of-site in right sidebar
in rotation with up to 3 other ads of same size; not to exceed 60k

MINI-BANNER: \$125

300X100 pixels; appears run-of-site in right sidebar
in rotation with up to 3 other ads of same size; not to exceed 35k

BUTTON: \$45

120X60 pixels; appears on homepage only in block of 4 ads
in rotation with up to 7 other ads of same size; not to exceed 15k
requires a 3-month contract buy and payment for full run after 30 days