

Idaho Mountain Express

ROS Top Leaderboard
728x90



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36° Clear

Serving Sun Valley, Ketchum, Hailey, Bellevue and Carey

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Bergdahl investigation complete, results to follow

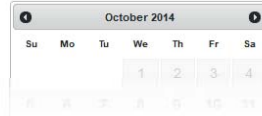
An investigation into the disappearance of Sgt. Bowe Bergdahl from a military base in Afghanistan in 2008 is complete, though the results of the investigation will not be released until senior Army leaders have a chance to follow up with questions.

Updated: October 27 | [Comments](#)

ROS
Top Rectangle

300 x 250

CALENDAR



Why mtexpress.com?

mtexpress.com has the largest internet audience in Sun Valley, Idaho. It is the most trafficked website and is the **#1 media source** to reach everyone who cares about the area – visitors, second-home owners and year-round residents.

Key Traffic Statistics

48,500

unique users per month

350,000

pageviews per month

over one-third of mtexpress.com visitors are from our visitor markets – Washington, Oregon, California, Utah, Colorado, Texas, Florida, and New York.

Benefits to Advertisers

1. Drive traffic to your website with a direct link from your ad
2. Feedback on how your ad is doing. You'll receive monthly reports on impressions and click-throughs
3. Our web designers will build your ad and the ad can change monthly
4. You can display photos, products, services or specials in your ad.

Contact your ad rep to get started today!

For additional information or to schedule a demo, please contact your advertising representative at

208-726-8060

AD TYPE	AD SIZE (PIXELS)	OPEN RATE	3 MONTHS 10% OFF	6 MONTHS 20% OFF	12 MONTHS 30% OFF
ROS Top Leaderboard	728 x 90	\$300	\$270	\$240	\$210
ROS Top Rectangle	300 x 250	\$275	\$248	\$220	\$193
ROS Side Rectangle	300 x 600	\$250	\$225	\$200	\$175
ROS In-Story	300 x 250	\$200	\$180	\$160	\$140
ROS Top Banner	468 x 60	\$200	\$180	\$160	\$140
ROS Middle Banner	468 x 60	\$150	\$135	\$120	\$105
ROS Bottom Banner	468 x 60	\$100	\$90	\$80	\$70
ROS Bottom Leaderboard	728 x 90	\$175	\$158	\$140	\$123
ROS Bottom Tile	200 x 90	\$75	\$68	\$60	\$53
E-Mail News Updates	120 x 600	\$350	\$315	\$280	\$245
Mobile top banner	300 x 50	\$300	\$270	\$240	\$210
Mobile Bottom banner	300 x 50	\$200	\$180	\$160	\$140

—Animated gifs or flash ads: Above rates apply, plus a \$50/month hosting fee

—Ad rates are per month

—Maximum of 5 ads in each spot in equal rotation

—All ads are run of site (ROS)

Who reads mtexpress.com

57% of mtnexpress.com readers are in the 25-54 age group

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73% of mtnexpress.com readers have a college degree

23% of mtnexpress.com readers have a master's degree or above

Readers of mtnexpress.com are voracious consumers of news. They have high affinities for food and drink. They have an active lifestyle. They enjoy the arts and culture. They are industrious. They enjoy having a good time. They are the people that you need to be doing business with.

**all demographic data is from Quantcast.com,
an independent web analytics firm*

ROS Side Rectangle
300 x 600

ROS Bottom Tile
200 x 90

ROS Top, Middle or Bottom Banner
468 x 60

ROS Top Rectangle
300 x 250

ROS Bottom Leaderboard
728 x 90