



MEDIA PARTNERSHIP PROSPECTUS

Jackson Hole's Most Engaged Audience Is Ready to Meet You.

14,000+ newsletter subscribers. 50%+ open rate.

A proven digital media operator. One opportunity to reach them.

14K+

Newsletter
Subscribers

50%+

Email
Open Rate

17K

Website Views
YTD 2026

20+

Years in
Digital Media

AUDIENCE

Meet the Readers Who Will See Your Brand.

14,000+

Subscribers

50%+Open Rate
(Industry avg: 21%)**2×**Monthly
Sends**3.9×**Share Rate vs
Social Media**~65%****Visitors & Tourists**

Travelers actively planning or currently experiencing Jackson Hole — seeking hotels, dining, activities, and real estate. The highest-value, highest-intent audience in the valley.

~35%**Locals & Second-Home Owners**

Year-round Jackson residents and affluent part-time owners who rely on Teton Tattle for community news and local business recommendations. High loyalty, high repeat purchase intent.

NEWSLETTER vs. SOCIAL MEDIA

Why 'We Already Do Instagram' Isn't Enough.

Newsletter subscribers are 3.9× more likely to share content than social media followers.

— Campaign Monitor

Social Media Ads	Teton Tattle Newsletter
1–3% reach of followers	50%+ open rate every issue
0.5% engagement rate	100% opted-in subscribers
3 sec avg time on ad	2–3 min avg reading time
Algorithm controls distribution	Inbox — direct, no filter

THE WEBSITE



Jackson Hole's emerging digital news destination — growing fast.

17K

Page Views

Jan – Mar 2026

12K

Active Users

Jan – Mar 2026

15K

Sessions

Jan – Mar 2026

52K

Events Tracked

Jan – Mar 2026

AntlersArch.com launched in 2025 and is already attracting thousands of monthly readers in one of the nation's most affluent communities.

THE OPERATOR

Built by someone who knows how to turn attention into bookings.

I've spent 20+ years building digital media businesses focused on one thing: converting audiences into revenue.



PROVEN RESULTS

- Built and exited an 8-figure digital media company
- #1 DraftKings affiliate (2012-2018) — most competitive customer acquisition era in U.S. history
- Scaled \$0 → \$40M in revenue as SVP at XLMedia (now SportRadar)

THE SIMPLE MODEL

If I recommend you, I only get paid when you do

- Referral-based CPA / tracked bookings
- Consistent promotion of your brand
- Everyone wins

NOT IMPRESSIONS — ACTION

- I don't sell impressions → **I drive action**
- I don't chase clicks → **I focus on conversions**
- I don't run ads → **I build demand**

WHY IT WILL WORK IN JACKSON

Bringing a performance-driven mindset to a market that's historically been... comfortable.

- Smarter placement
- Better messaging
- Real accountability on results

ADVERTISING OPTIONS

Four Ways to Reach Jackson Hole's Best Audience.

01 Newsletter Ad Placement

Your brand in the Teton Tattle newsletter — sent to 14K+ subscribers, 2x per month. Logo, custom copy, and direct link.

03 Website Display Ads

Banner and sidebar placements on AntlersArch.com, reaching 12K+ active users actively researching Jackson Hole.

02 Sponsored Content

Custom editorial written by Jason, published on AntlersArch.com. Reads like trusted local news with your brand as the authority.

04 Monthly Sponsorship

Exclusive sponsor across all touchpoints — newsletter, website, and content. Best rates, maximum visibility, priority placement.

RATES & PACKAGES

Partner Pricing.

Early rates. Flexible structure. Built to drive bookings.

Package	Price	Frequency	Best For
Newsletter Ad	\$500	Per issue (2×/mo)	Brand awareness, local reach
Website Display	\$750	Exclusive Per month	Ongoing visibility on AntlersArch.com
Sponsored Content	\$1,200	3 articles per month	Authority building + SEO value
CPA / Referral	Custom	Per booking	Pay only for tracked hotel referrals

★ CPA / Referral: We use tracked links and promo codes to attribute bookings directly to Teton Tattle placements. You pay a flat fee per confirmed referral — no wasted spend, pure performance.



Jackson Hole

**Ready to reach Jackson Hole's
most engaged audience?**

Let's schedule a call



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