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## Advertising Rates, Sizes & Terms for each Newspaper – 2018

### DISPLAY ADS

| Size   | Dimensions – width by height                       | Frequency ... | 1-4 times  | 5-12 times | 13-25 times | 26-49 times | 50 times |
|--|--|---------------|------------|------------|-------------|-------------|----------|
| Full pg  | 11.0" wide x 20.7" tall                            |               | \$1,595 wk | 1,458 wk   | 1,309 wk    | 1,166 wk    | 1,073 wk |
| 3/4 pg   | 11.0" x 15.5"                                      |               | 1,197 wk   | 1,078 wk   | 974 wk      | 858 wk      | 796 wk   |
| 2/3 pg   | 11.0" x 13.7" -or- 7.28" x 20.7"                   |               | 1,065 wk   | 957 wk     | 874 wk      | 759 wk      | 698 wk   |
| 1/2 pg   | 11.0" x 10.3" -or- 5.41" x 20.7"                   |               | 830 wk     | 743 wk     | 682 wk      | 598 wk      | 544 wk   |
| 1/3 pg   | 11.0" x 6.85" -or- 3.55" x 20.7"                   |               | 595 wk     | 539 wk     | 484 wk      | 418 wk      | 397 wk   |
| 1/4 pg   | 11.0" x 5.1" -or- 5.41" x 10.3"                    |               | 460 wk     | 414 wk     | 379 wk      | 324 wk      | 298 wk   |
| 1/6 pg   | 1.69" x 20.7" -or- 3.55" x 10.3" -or- 7.28" x 5.1" |               | 345 wk     | 313 wk     | 292 wk      | 253 wk      | 215 wk   |
| Front Page Banner  | 11.0" x 2.5"                                       |               | 650 wk     | 575 wk     | 495 wk      | 445 wk      | 395 wk   |
| 1/8 pg   | 1.69" x 15.5" -or- 3.55" x 7.7" -or- 5.41" x 5.1"  |               | 285 wk     | 259 wk     | 237 wk      | 204 wk      | 166 wk   |
| 1/12 pg  | 1.69" x 10.3" -or- 3.55" x 5.1" -or- 7.28" x 2.5"  |               | 215 wk     | 194 wk     | 172 wk      | 138 wk      | 110 wk   |
| 1/16 pg  | 1.69" x 7.7" -or- 5.41" x 2.5"                     |               | 170 wk     | 155 wk     | 133 wk      | 104 wk      | 83 wk    |
| 1/24 pg  | 1.69" x 5.1" -or- 3.55" x 2.5"                     |               | 126 wk     | 110 wk     | 94 wk       | 73 wk       | 56 wk    |
| 1/48 pg  | 1.69" x 2.5"                                       |               | 77 wk      | 60 wk      | 50 wk       | 39 wk       | 28 wk    |
| ➤ Shop The Rock/Trail – minimum 13 weeks – you may change photo & description weekly |  |               |            |            |             |             |          |
| includes color photo, description & your contact information                         |  |               |            | 87 wk      | 69 wk       | 55 wk       |          |

### CLASSIFIED ADS – Black & White only

| Size  | Dimensions – width by height                       | Frequency ... | 5-12 times | 13-25 times | 26-49 times | 50 times |
|---|--|---------------|------------|-------------|-------------|----------|
| Listing per Category:   | 1.24" wide x up to 7 lines                         |               | \$ 23 wk   | 19 wk       | 17 wk       | 15 wk    |
|   | Each additional line                               |               | \$ 4 wk    | 3 wk        | 2 wk        | 1 wk     |
| Classified Display ... you may include a picture, your logo, etc. |  |               |            |             |             |          |
| Half:   | 2.63" wide x .93" tall                             |               | 38 wk      | 33 wk       | 28 wk       | 23 wk    |
| Single:   | 2.63" wide x 2.0" tall                             |               | 59 wk      | 53 wk       | 46 wk       | 36 wk    |
| Double:   | 5.4" wide x 2.0" tall -or- 2.63" wide x 4.13" tall |               | 93 wk      | 79 wk       | 68 wk       | 54 wk    |
| Double-Double:  | 5.4" wide x 4.13" tall                             |               | 144 wk     | 123 wk      | 98 wk       | 83 wk    |

Multiple run discounts are granted by contract only. If payments are consistently late – or if contract is cancelled before its full run is complete – all ads run will be rebilled at the higher rate that applies. **Annual Contracts MUST be Honored.**

For Agency commissionable rates, add 15%.

All new display accounts are subject to a one-time set-up fee of \$25.00.

All classified line and display require a one-time set-up fee of \$15.00. Additional artwork fees may apply.

➤ **For color ads:** add \$20 per week for 1/48 pg – 1/16 pg, \$40 per week for 1/8 pg – 1/4 pg, \$70 per week for 1/3 - full page.

➤ **Terms:** Ads are billed monthly in advance of printing – with payment for the first FIVE insertions due IN ADVANCE of first insertion. Full payment at the start earns 5% discount. Payment may be made by check, MC or Visa.

➤ **Ad Specs:** Minimum 300 dpi ... CMYK ... TIF preferred ... Fonts embedded ... **All Black Text MUST be in 100% BLACK.**

➤ **Deadlines:** Display & Classified: Space reservation is **Monday by 4 pm** for the current week.

Camera ready ads from Advertiser and all ad approvals are due by **Tuesday at 5 pm.**

Cancellations after **Tuesday Noon** will be run as previously agreed and will be charged to the Advertiser.