



**IDAHO PRESS-TRIBUNE  
MERIDIAN PRESS  
EMMETT MESSENGER INDEX**

**RATE CARD 2014**

**RETAIL \ CLASSIFIED \ PREPRINT \ DIGITAL  
EFFECTIVE 03.03.14**

**PROUD BUSINESSES OF THE FAMILY OWNED PIONEER MEDIA GROUP**

# ANNUAL SPENDING LEVELS

# DOLLAR VOLUME AGREEMENTS

SELECT YOUR ANNUAL SPENDING LEVEL

CONTRACT LEVEL	IDAHO PRESS-TRIBUNE			MERIDIAN PRESS		EMMETT MESSENGER INDEX		PREPRINTS
	IPT BASE RATES			MP BASE RATES		EMI BASE RATES		PREPRINTS
		Daily	Sunday	Friday's		Wednesday's		See Chart
		Base \$25.00	\$28.75	Base \$15.00		Base \$13.25		on pg 6
	% DISCOUNT OFF RATE	DAILY	SUNDAY	% DISCOUNT OFF RATE	WEEKLY	% DISCOUNT OFF RATE	WEEKLY	% DISCOUNT OFF PREPRINT
\$1,000	30%	\$17.50	\$20.13	30%	\$10.50	30%	\$9.28	5%
\$2,000	31%	\$17.25	\$19.84	31%	\$10.35	31%	\$9.14	5%
\$3,000	32%	\$17.00	\$19.55	32%	\$10.20	32%	\$9.01	5%
\$4,000	33%	\$16.75	\$19.26	33%	\$10.05	33%	\$8.88	5%
\$5,000	34%	\$16.50	\$18.98	34%	\$9.90	34%	\$8.75	5%
\$6,000	35%	\$16.25	\$18.69	34%	\$9.75	35%	\$8.61	5%
\$8,000	36%	\$16.00	\$18.40	36%	\$9.60	36%	\$8.48	5%
\$10,000	37%	\$15.75	\$18.11	37%	\$9.45	37%	\$8.35	5%
\$12,500	38%	\$15.50	\$17.83	38%	\$9.30	38%	\$8.22	5%
\$15,000	39%	\$15.25	\$17.54	39%	\$9.15	39%	\$8.08	5%
\$17,500	40%	\$15.00	\$17.25	40%	\$9.00	40%	\$7.95	10%
\$20,000	41%	\$14.75	\$16.96	41%	\$8.85	41%	\$7.82	10%
\$25,000	42%	\$14.50	\$16.68	42%	\$8.70	42%	\$7.69	10%
\$30,000	43%	\$14.25	\$16.39	43%	\$8.55	43%	\$7.55	10%
\$40,000	44%	\$14.00	\$16.10	44%	\$8.40	44%	\$7.42	10%
\$50,000	45%	\$13.75	\$15.81	45%	\$8.25	45%	\$7.29	10%
\$60,000	46%	\$13.50	\$15.53	46%	\$8.10	46%	\$7.16	15%
\$70,000	47%	\$13.25	\$15.24	47%	\$7.95	47%	\$7.02	15%
\$80,000	48%	\$13.00	\$14.95	48%	\$7.80	48%	\$6.89	15%
\$90,000	49%	\$12.75	\$14.66	49%	\$7.65	49%	\$6.76	15%
\$100,000	50%	\$12.50	\$14.38	50%	\$7.50	50%	\$6.63	15%
\$125,000	55%	\$11.25	\$12.94	55%	\$6.75	55%	\$5.96	15%
\$150,000	60%	\$10.00	\$11.50	60%	\$6.00	60%	\$5.30	15%
\$175,000	65%	\$8.75	\$10.06	65%	\$5.25	65%	\$4.64	15%
\$200,000	70%	\$7.50	\$8.63	70%	\$4.50	70%	\$3.98	15%

Advertising investments above \$200,000 are negotiable under terms of dollar volume contracts.

## DIGITAL DISCOUNTS

Include digital ads and receive an additional percentage discount from your print schedule. Color excluded.

Minimum 10,000 +

Monthly Impressions 10% Off

\*All impressions must publish within 30 days of print schedule.

## COLOR RATES

### FULL COLOR RATE

Non-Contract \$425.00

### CONTRACT FULL COLOR RATE

	IPT	MP	EMI
30" or less	\$4.50 per inch	\$2.70 per inch	\$2.40 per inch
31" - 60"	\$3.50 per inch	\$2.10 per inch	\$1.90 per inch
61" - 122"	\$2.50 per inch	\$1.50 per inch	\$1.35 per inch

\*No spot color available. Color discounts require an annual agreement.

## FREQUENCY DISCOUNTS

IDAHO PRESS-TRIBUNE		EMMETT MESSENGER INDEX		MERIDIAN PRESS	
Run your ad multiple times within 7-days and receive the following frequency discounts.		Run an ad consecutive weeks & receive the following discounts on each ad.		Run an ad consecutive weeks & receive the following discounts on each ad.	
1st Insertion	Base/Contract	4 weeks	10%	4 weeks	10%
2nd Insertion	25%	8 weeks	15%	8 weeks	15%
3rd-7th Insertion	50%	13 weeks	20%	13 weeks	20%
		26 weeks	30%	26 weeks	30%
		39 weeks	40%	39 weeks	40%
		52 weeks	50%	52 weeks	50%

\*Discount applies to total cost of the print and ROP space only. Color excluded.

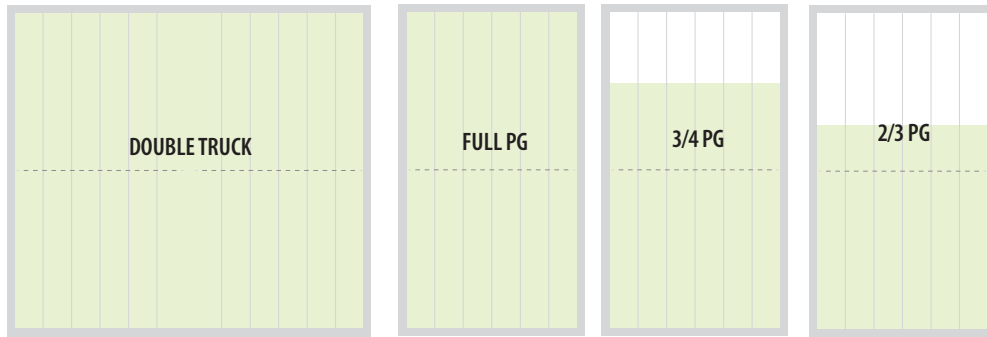
Color is excluded from discounted space for Idaho Press-Tribune, Meridian Press and Emmett Messenger Index.

All recognized holiday editions receive Sunday distribution and Sunday ad rates. All advertising rates are non-commissionable.

January 1, 2014 (Wednesday)..... New Year's Day  
 January 20, 2014 (Monday)..... Martin Luther King Day  
 February 17, 2014 (Monday)..... Presidents' Day  
 May 26, 2014 (Monday)..... Memorial Day  
 July 4, 2014 (Friday)..... Independence Day

September 1, 2014 (Monday)..... Labor Day  
 October 13, 2013 (Monday)..... Columbus Day  
 November 11, 2014 (Tuesday)..... Veteran's Day  
 December 25, 2014 (Thursday)..... Christmas Day

# DOMINANCE DISPLAY



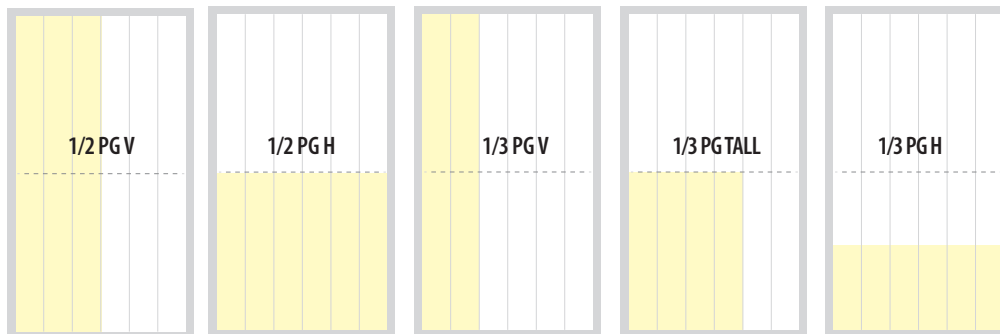
	13COL X 20.25" = 263.25"	6COL X 20.25" = 121.5"	6COL X 15.75" = 94.5"	6COL X 14" = 84"
IPT base Sunday	\$7,568.44	\$3,493.13	\$2,716.88	\$2,415.00
IPT base Daily	\$6,581.25	\$3,037.50	\$2,362.50	\$2,100.00
MP base Weekly	\$3,948.75	\$1,822.50	\$1,417.50	\$1,260.00
EMI base Weekly	\$3,488.00	\$1,609.88	\$1,252.13	\$1,113.00

**DOMINANT** ads are designed for advertisers seeking maximum visibility within the newspaper and on the page. These units are ideal for announcing unique events, reinforcing marketplace status or driving maximum response in a short time. Be sure your ad copy is well organized and easy to follow.

For best results, **DOMINANCE** ad units should run 2-3 times in a 7-day period.

**Suggestions for:** Huge Announcements; Big Sales; Direct Response; Grand Openings

# IDENTITY DISPLAY



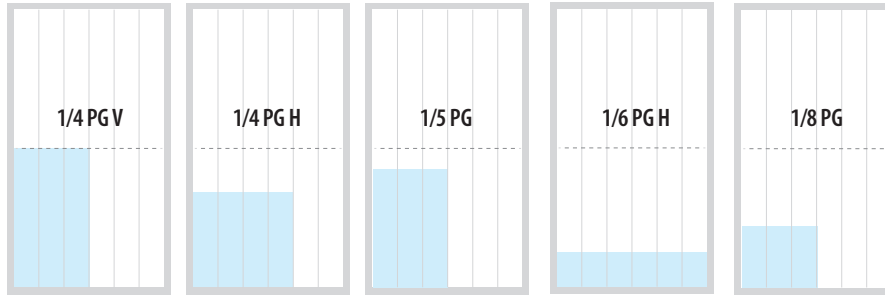
	3COL X 20.25" = 60.75"	6COL X 10" = 60"	2COL X 20.25" = 40.5"	4COL X 10" = 40"	6COL X 5.5" = 33"
IPT base Sunday	\$1,746.56	\$1,725.00	\$1,164.38	\$1,150.00	\$948.75
IPT base Daily	\$1,518.75	\$1,500.00	\$1,012.50	\$1,000.00	\$825.00
MP base Weekly	\$911.25	\$900.00	\$607.50	\$600.00	\$495.00
EMI base Weekly	\$804.94	\$795.00	\$536.63	\$530.00	\$437.25

**IDENTITY** ads are designed for advertisers seeking balance between page dominance and frequency. These ads offer ample message space at a price that allows a more frequent run schedule. Ideal for announcing events, branding and defining your market niche, the units encourage sustained customer response over time.

For best results, **IDENTITY** ad units should run 2-4 times in a 7-day period.

**Suggestions for:** Seminars; Merchandising; Events

## IMPRESSION DISPLAY



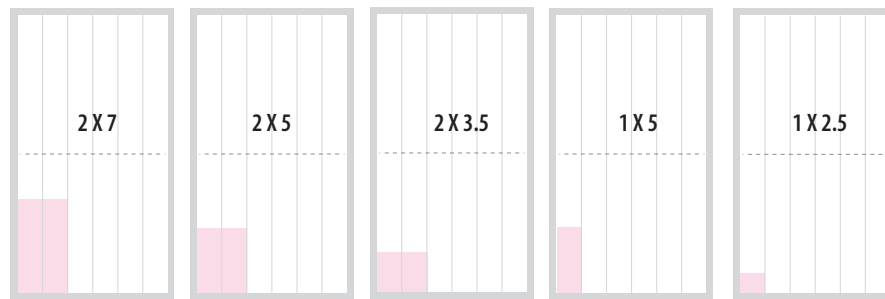
	3COL X 10" = 30"	4COL X 7.5" = 30"	3COL X 8.75" = 26.25"	6COL X 3.5" = 21"	3COL X 5" = 15"
IPT base Sunday	\$862.50	\$862.50	\$754.69	\$603.75	\$431.25
IPT base Daily	\$750.00	\$750.00	\$656.25	\$525.00	\$375.00
MP base Weekly	\$450.00	\$450.00	\$393.75	\$315.00	\$225.00
EMI base Weekly	\$397.50	\$397.50	\$347.81	\$278.25	\$198.75

**IMPRESSION** ads are designed for advertisers seeking optimize reach and frequency. These units are ideal for building and maintaining awareness. These units provide sufficient space for a complete message at a low cost for consistent response.

For best results, **IMPRESSION** ad units should run 3-5 times in a 7-day period.

**Suggestions for:** ImageBranding; Small Business; Health Care

## AWARENESS DISPLAY



	2COL X 7" = 14"	2COL X 5.25" = 10"	2COL X 3.5" = 7"	1COL X 5" = 5"	1COL X 2.5" = 2.5"
IPT base Sunday	\$402.50	\$287.50	\$201.25	\$143.75	\$71.88
IPT base Daily	\$350.00	\$250.00	\$175.00	\$125.00	\$62.00
MP base Weekly	\$210.00	\$150.00	\$105.00	\$75.00	\$37.50
EMI base Weekly	\$185.50	\$132.50	\$92.75	\$66.25	\$33.13

**AWARENESS** ads are designed for advertisers seeking to maximize longterm awareness and reach. These units are ideal for businesses where top-of-mind awareness is critical in a short decision making period. The abbreviated ad content allows limited copy changes and is designed to create a compelling call to action.

For best results, **AWARENESS** ad units should run 4-7 times in a 7-day period.

**Suggestions for:** Repair & Service; Restaurants; Notices

## ADVERTISING

### OBITUARIES

Publishes daily and online at IdahoPress.com

### CIVIC RATE

Non-profit, civic and religious organizations promoting charitable or educational programs may request Civic Rates. Requests must be submitted in writing with appropriate supporting documents - 501(c)(3), 7-days prior to publish date and are subject to management approval. Approved Civic advertisements receive \$100,000 contract level rates.

### POLITICAL

All political advertisements require payment in full prior to publication. For more information contact your advertising sales representative.

# SPECIALTY ADVERTISING

## MAIN SECTION STRIP ADVERTISING

Available: 7 days a week  
 Location: Bottom of Front Page  
 6 column x 2" ad (includes full color)

IPT	MP	EMI
\$475.00	\$425.00	\$385.00
*prices per publish date		

## SPORTS/COMMUNITY SECTION STRIP ADVERTISING

Available: 7 days a week  
 Location: Bottom of Sports or Community  
 6 column x 2" ad (includes full color)

IPT	MP	EMI
\$360.00	N/A	N/A
*prices per publish date		

## SPADEAS

Dominant position with three Full pages of space.  
 Cover that wraps the front page.

	BASE	6X	12X
IPT (Sunday)	\$5,000.00	\$4,000.00	\$3,000.00
IPT (Monday)	\$4,000.00	\$3,000.00	\$2,000.00
MP	\$2,400.00	\$1,800.00	\$1,200.00
EMI	\$2,100.00	\$1,600.00	\$1,000.00

## MASS DISTRIBUTION

Reach 50,000 homes (almost 165,000 readers) by advertising in the Idaho Press-Tribune on these unique distribution days. We will be delivering the IPT throughout Canyon County blanketing the area.

- Wednesday March 26, 2014
- Wednesday May 21, 2014
- Wednesday July 30, 2014
- Wednesday November 9, 2014

## STICKY NOTES

	SUNDAY	DAILY
IPT:	\$2,500	\$2,000
MP:	N/A	\$1,650
EMI:	N/A	\$950

\*PREPRINT DISCOUNTS APPLY

## WEATHER PAGE PACKAGE

1. One of the most highly read pages within the paper everyday.
2. Included with the exclusive position is your logo on the Idaho Press-Tribune website next to the daily temp.
3. Hero banner position atop the weather page at IdahoPress.com

3 MONTHS	6 MONTHS	12 MONTHS
\$1,050 /mo	\$950 /mo	\$795 /mo



ADVERTISING OPTIONS  
SPECIALTY POSITIONS AND PRODUCTS

# PREPRINT RATES

## 1. TERMS AND CONDITIONS

- A.** Preprinted supplements are acceptable for insertion in the Idaho Press-Tribune and the EXTRA (TMC) at the rates listed in this section. These rates apply to preprints ordered by single advertisers. The Idaho Press-Tribune does not accept any preprinted, multi-advertiser inserts.
- B.** Prices are for single signatures only. Multiple signatures will not be accepted.
- C.** Zoned runs are available with a minimum charge of \$250.
- D.** Circulation figures by zone and zip code are available from the Idaho Press-Tribune advertising representative. Publisher will adjust quantity should significant circulation fluctuations occur. Because of spoilage, shipping damage, shortage from printer or fluctuations in circulation, requested quantity may vary from current paid circulation of the Idaho Press-Tribune. Preprints will be billed for total quantity inserted.
- E.** Please add 3% spoilage to all quantities.
- F.** Preprint advertising dollars apply toward annual contract fulfillment.
- G.** PREPRINTED INSERTS: The acceptable size requirements are as follows:  
Minimum acceptable size is 3" x 5" tall  
Maximum acceptable size is 10.5" x 10.5" tall
- H.** Insert Deadlines - **All preprints must be scheduled and received a minimum of 7 days prior to insertion date.** Ship to 1618 N. Midland Blvd. Nampa, ID 83651. Receiving hours are 8:00 a.m. to 3:00 p.m. Monday - Friday.

IDAHO PRESS-TRIBUNE   SUNDAY SELECT   MERIDIAN PRESS			
PAGE SIZE	IPT/MP BASE RATE/ SUNDAY SELECT	IPT ZONED RATE	SHOPPER RATE
Single Sheet	\$44.00	\$49.00	\$32.00
4 tab pages	\$46.00	\$51.00	\$32.00
6 tab pages	\$49.00	\$54.00	\$32.00
8 tab pages	\$52.00	\$57.00	\$32.00
10 tab pages	\$56.00	\$61.00	\$32.00
12 tab pages	\$58.00	\$63.00	\$32.00
14 tab pages	\$60.00	\$66.00	\$32.00
16 tab pages	\$62.00	\$68.00	\$32.00
18 tab pages	\$64.00	\$70.00	\$34.00
20 tab pages	\$66.00	\$72.00	\$34.00
22 tab pages	\$69.00	\$74.00	\$34.00
24 tab pages	\$72.00	\$77.00	\$34.00
26 tab pages	\$77.00	\$80.00	\$34.00
28 tab pages	\$78.00	\$83.00	\$34.00
30 tab pages	\$80.00	\$85.00	\$36.00
32 tab pages	\$83.00	\$88.00	\$36.00
34 tab pages	\$85.00	\$90.00	\$36.00
36 tab pages	\$87.00	\$92.00	\$36.00

EMMETT MESSENGER INDEX	
Single sheet	\$37.92
4 tab pages	\$46.12
6 tab pages	\$50.22
8 tab pages	\$54.33
10 tab pages	\$59.45
12 tab pages	\$63.55
14 tab pages	\$67.65
16 tab pages	\$72.77
18 tab pages	\$77.90
20 tab pages	\$78.93

No zoning for Meridian Press or Emmett Messenger Index.

## PREPRINT ZONES

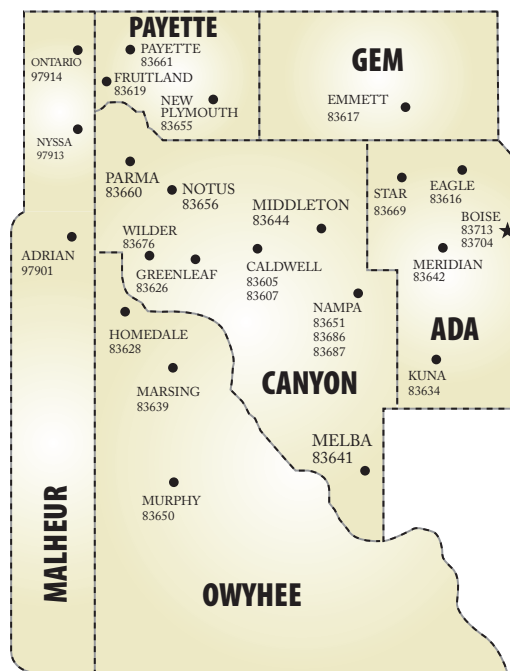
### TOTAL AUDIENCE

**Net Reach/Penetration all print/digital**  
Canyon County - All Zips in Canyon County

LAST 7 DAYS    LAST MONTH  
**55%**    **62%**

INCLUDES ALL MEDIA  
Print Editions • Online • Mobile/Tablet  
Social • Newsletters

Pulse Research July 2013



# DIGITAL ADVERTISING

# DIGITAL / ONLINE

DIGITAL ADVERTISING FOR: IPT | MP | EMI

## Web Banners (For mechanical requirements see page 10)

SIZE	STYLE	BASE RATE
960 x 500	drop down (2 files required*)	\$200/ per day
728 x 90	leaderboard/top banner	\$20 CPM
728 x 90	leaderboard/bottom banner	\$18 CPM
300 x 250	medium rectangle/ in story ad	\$18 CPM
300 x 600	half page	\$30 CPM
300 x 50	mobile tile	\$350/ per mo.
464 x 778	takeover ( 2 sides for takeover)	\$350/ per day

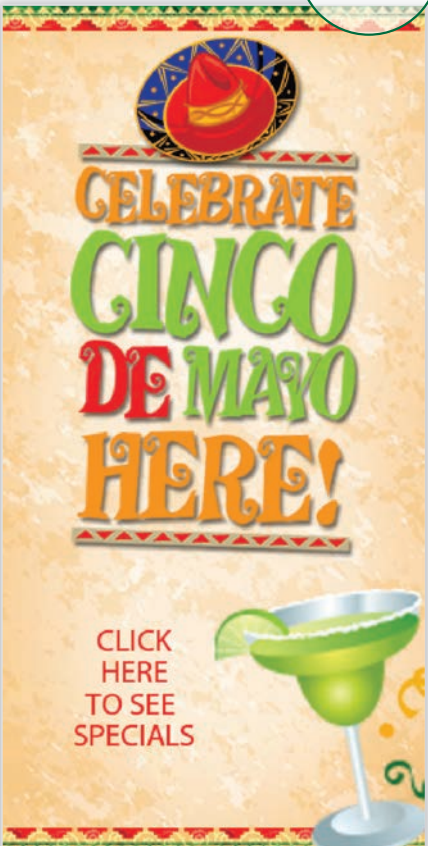
All swf files require a backup gif or jpg. **ALL DIGITAL FILES MUST BE 72 DPI**  
ANNUAL DOLLAR VOLUME DISCOUNTS APPLY

TWO DROP DOWN FILES \*1. Pencil 960 x 30 2. drop down 960 x 470

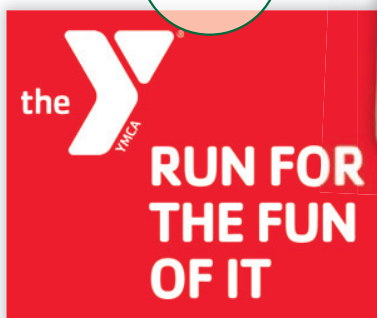
728 X 90



300 X 600



300 X 250



300 X 50



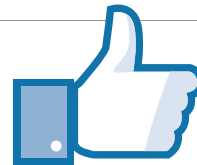
DROP DOWN



# FACEBOOK POSTS & JOB ALERTS

Go Social with our Idaho Press-Tribune shout-outs!

For as little as a penny per person, you can post your carefully crafted marketing message to over 13,000 of our followers.



## FACEBOOK POSTS \$10 CPM

Now you can reach an entirely new pool of prospective employees with our Facebook "Job Alerts". Let our employment specialist place your open positions on our facebook page. This will expose your job posting to an entirely new group of prospective applicants.

## FACEBOOK JOB ALERTS \$99 FLAT FEE



# DAILY HEADLINES & BREAKING NEWS

## Reach up to 5,700 Potential Customers Everyday

Idaho Press-Tribune Readers have registered and requested our local news stories and updates to be delivered every morning to their Inbox.



SIZE	STYLE	1 YEAR	6 MONTH	3 MONTHS
728x90	Leaderboard	\$295/mo	\$395/mo	\$495/mo
300x250	Large Box	\$295/mo	\$395/mo	\$495/mo
728x90	Footer	\$195/mo	\$295/mo	\$395/mo

# EMAIL MARKETING

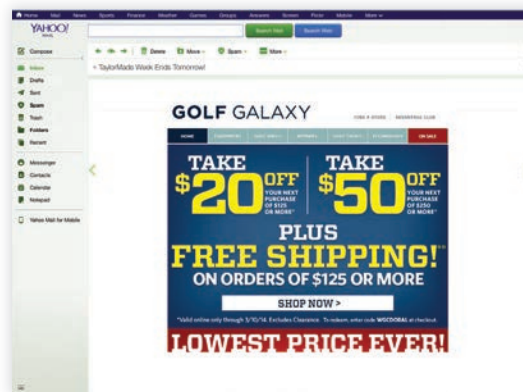
## Find the perfect customer

Let your media consultant guide you through our searchable, opt-in email database with thousands of demographics to choose from including, geographical location, household income, gender, and hobbies/ interests.

STANDARD RATES*	
20,000 - 50,000	= \$50 cpm
50,001 - 100,000	= \$45 cpm
100,001 - 250,000	= \$40 cpm
250,001+	= \$35 cpm

Over 1 million = negotiable

\$50 cpm\* Includes database selection, creation and testing of the email and tracking report.



DIGITAL REQUIREMENTS FOR: IPT | MP | EMI

DIGITAL / ONLINE



# CONTRACT AND COPY REGULATIONS

# RULES AND REGULATIONS CONTRACT AND COPY REGULATIONS

## 1. CHANGING OR REJECTING COPY

The *Idaho Press-Tribune* reserves the right to edit, reject, revise, correctly classify or cancel any advertisement at any time. The subject matter, form, size, wording, photography and typography of all advertising are subject to the approval of the publisher. Receipt of copy and/or payment does not determine acceptance for publication.

The *Idaho Press-Tribune* reserves the right to include the words "Paid Advertisement" in an advertisement that, in the judgment of the publisher, might be mistaken as editorial material, or for any other reason deemed appropriate.

## 2. ERRORS

**If a significant error happens and is the fault of the *Idaho Press-Tribune*, the *Idaho Press-Tribune* is only liable for the actual cost of the advertising space, and not for any other damages.** If the advertiser requests it, the *Idaho Press-Tribune* will gladly provide a letter of correction.

## 3. CANCELATIONS

A 25% charge of the gross advertisement cost will be assessed on any advertisement that is canceled less than two working days before press-time.

## 4. PREFERRED POSITIONS

Preferred position requests will be honored when possible. When available, certain positions and pages may be guaranteed at a 25% extra charge.

## 5. BROKERED ADVERTISING POLICY

Advertising space, contracts, inserts and color are to be used by the advertiser exclusively for that advertiser's business. The rights under all agreements are exclusively for the signatory and cannot be assigned, sold, given, transferred or be used for any other advertising than the individual purchaser. Pre-printed, multi-advertiser inserts or ROP display will not be accepted for publication in the *Idaho Press-Tribune*. Some rare exceptions may apply and require authorization from the Publisher.

## 6. TERMS AND CONDITIONS

**A. Contracts.** Contract agreements and these "Terms and Conditions" shall constitute the entire agreement between the *Idaho Press-Tribune* and the advertiser and there are no other conditions, express or implied. Any changes or additions to these "Terms and Conditions" must be in writing and signed by both parties. The *Idaho Press-Tribune* will not be bound by any conditions appearing on the advertiser's forms which conflict with these "Terms and Conditions."

The advertiser and/or agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

**B. Implied Terms.** The *Idaho Press-Tribune* and the advertiser agree that there may be other terms and conditions which apply to mutual obligations which are not set out in these express "Terms and Conditions" that do not cover all of the situations which may arise between the parties, then newspaper industry practice will provide

these implied terms and conditions. These "Terms and Conditions" incorporate the provisions of the *Idaho Press-Tribune* rate card, as well as all obligations set out in this document.

**C. Newspaper's Remedies.** If the advertiser breaches any of these "Terms and Conditions" or its payment obligation to the *Idaho Press-Tribune*, the *Idaho Press-Tribune* has the right to terminate, at the *Idaho Press-Tribune's* option, any obligation owed to the advertiser, either express or implied. If it is necessary for the *Idaho Press-Tribune* to file a lawsuit to enforce any of its rights, including the right to payment, the advertiser will pay to the *Idaho Press-Tribune* the *Idaho Press-Tribune's* attorneys fees and court costs if the *Idaho Press-Tribune* substantially prevails in the lawsuit. If the advertiser fails to pay for advertising within one month of the date of the invoice for such advertising, the *Idaho Press-Tribune* has the right to charge the advertiser 1.5% per month (18% APR) for the outstanding balance, as well as for any costs of collection.

**D. Force Majeure.** Neither the advertiser nor the *Idaho Press-Tribune* shall be obligated to abide by these "Terms and Conditions" if the performance, other than the advertiser's payment obligation, is prevented by fire, flood, labor dispute, or natural conditions beyond the control of the advertiser or the *Idaho Press-Tribune*. If the performance is prevented for more than one week, either the *Idaho Press-Tribune* or the advertiser may terminate this contract by notice to the other.

**E. Intellectual Property Rights.** The *Idaho Press-Tribune* retains all of the intellectual property rights to an advertisement produced by the newspaper for the advertiser, and the advertiser agrees that such advertising may not be reproduced without the express written consent of the *Idaho Press-Tribune*.

**F. Advertiser and Agency Joint and Several Liability.** If an advertiser uses an agency or representative firm to place advertising, the advertiser and the agency or rep firm shall be jointly and severally liable for complying with all of these Terms and Conditions, including payment.

**G. Credit based accounts** are granted based on an application process.

**H. Credit based accounts** a monthly finance charge of 1.5% for past due invoices.

## I. Advertising Contract Fulfillment and Short Rate

In the event this advertising contract is not fulfilled at the level agreed to and signed for, all of the advertising that has been published during the term of the agreement may be subject to rebilling at the actual earned rate level.

The advertiser shall abide by the general conditions for all advertisers relative to deadlines and mechanical requirements as established by the *Idaho Press-Tribune*.

Any notice to be given hereunder may be hand delivered or sent by United States mail postage prepaid and addressed to: **Publisher, Idaho Press-Tribune, P.O. Box 9399, Nampa, ID 83652.**



# MECHANICAL REQUIREMENTS

## Display ROP/Classified Column Widths

1 Column			2 Column			3 Column			4 Column			5 Column			6 Column			Double Truck		
Col.	Inch W	Picas	Col.	Inch W	Picas	Col.	Inch W	Picas	Col.	Inch W	Picas	Col.	Inch W	Picas	Col.	Inch W	Picas	Col.	Inch W	Picas
1	1.537"	9p2.5	2	3.1944	19p2	3	4.8542	19p2	4	6.5139	39p1	5	8.1736	39p1	6	9.8333	59p0	13	20.5	123p0

## Daily Spadea

Front Page			Inside Flap			Inside Back Pg			Back page		
Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H
3	4.8542"	17.1"	3	4.8542"	20.25"	6	9.8333"	20.25"	6	9.8333"	20.25"

## Sunday Spadea

Front Page			Inside Flap			Inside Back Pg			Back page		
Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H
3	4.8542"	14.95"	3	4.8542"	20.25"	6	9.8333"	20.25"	6	9.8333"	20.25"

## Stich & Trim Tab

1/6			1/8			1/4			1/2 - H			1/2 - V			Full Page			Double Truck		
Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H
2	2.8333"	2.12"	3	4.3125"	2.12"	3	4.3125"	4.37"	6	8.75"	4.37"	3	4.3125"	8.87"	6	8.75"	8.87"	13	18.5"	8.87"

Bleed Required. Trim Size: 10" x 10.17" • Type Safety: 9" x 9.17" • Bleed Top/Bottom: .5" • Bleed Left/Right: .75"

## Regular Newspaper Tab

1/6			1/8			1/4			1/2 - H			1/2 - V			Full Page			Double Truck		
Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H
2	3.1667"	2.3"	3	4.8125"	2.3"	3	4.8125"	4.75"	6	9.75"	4.75"	3	4.8125"	9.65"	6	9.75"	9.65"	13	20.375"	9.65"

## Stich & Trim Booklet

1/8			1/4			1/2 - H			1/2 - V			Full Page			Double Truck		
Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H
2	3.1667"	2.13"	2	3.1667"	4.42"	4	6.5"	4.42"	2	3.1667"	9"	4	6.5"	9"	9	14"	9"

Bleed Required. Trim Size: 7.5" x 10" • Type Safety: 6.5" x 9" • Bleed Top/Bottom: .25" • Bleed Left/Right: .25"

## Stich & Trim Glossy Booklet

1/8			1/4			1/2 - H			1/2 - V			Full Page			Double Truck		
Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H	Col.	Inch W	Inch H
2	3.1667"	2.13"	2	3.4167"	4.42"	4	6.5"	4.42"	2	3.4167"	9"	4	7"	9"	9	15"	9"

Bleed Required. Trim Size: 7.5" x 10" • Type Safety: 6.5" x 9" • Bleed Top/Bottom: .25" • Bleed Left/Right: .25"

# DIGITAL REQUIREMENTS

SIZE	STYLE	STATIC	ANIMATED
960 x 500	drop down <b>(2 files required)</b>	80 kb	130 kb
	1. Pencil 960 x 30	20 kb	30 kb
	2. drop down 960 x 470	60 kb	100 kb (no flash)
728 x 90	leaderboard/top banner	20 kb	30 kb
728 x 90	leaderboard/bottom banner	20 kb	30 kb
300 x 250	medium rectangle/ in story ad	20 kb	30 kb
300 x 600	half page	30 kb	40 kb
300 x 50	mobile tile	20 kb	30 kb gif (no flash)
464 x 778	takeover ( 2 sides for takeover)	300 kb	NO ANIMATION

\* All swf files require a backup gif or jpg. **ALL DIGITAL FILES MUST BE 72 DPI**

# DEADLINES

# 2014 DEADLINES

DISPLAY: IPT | MP | EMI

PUBLICATION DAY	SALES DEADLINE	ADS CLEAR	AD COPY DUE	PAGE LAYOUT	1ST PROOF DUE	CAMERA READY
<b>Monday</b>	Thursday 5 pm	Friday 4 pm	Thursday 5 pm	Friday 7 am	Friday Noon	Friday Noon
<b>Tuesday</b>	Friday 5 pm	Monday 4 pm	Friday 5 pm	Monday 7 am	Monday Noon	Friday Noon
<b>Wednesday</b>	Monday 5 pm	Tuesday 4 pm	Monday 5 pm	Tuesday 7 am	Tuesday Noon	Monday Noon
<b>Thursday</b>	Tuesday 5 pm	Wednes. 4 pm	Tuesday 5 pm	Wednes. 7 am	Wednes. Noon	Tuesday Noon
<b>Friday/3G</b>	Wednes. 5 pm	Thursday 4 pm	Wednes. 5 pm	Thursday 7 am	Thursday Noon	Wednes. Noon
<b>Saturday</b>	Wednes. 5 pm	Friday 4 pm	Wednes. 5 pm	Thursday 11 am	Thursday Noon	Thursday Noon
<b>Sunday</b>	Thursday Noon	Friday 4 pm	Thursday Noon	Thursday 1 pm	Thursday 5 pm	Friday Noon
<b>Meridian Press</b>	Tuesday Noon	Wednes. 5 pm	Tuesday Noon	Tuesday 12:30pm	Wednes. 10 am	Wednes. Noon
<b>Emmett</b>	Thursday 5 pm	Monday 12:30 pm	Thursday 5 pm	Friday 9 am	Friday Noon	Friday Noon
<b>Extra (TMC)</b>	Friday Noon	Monday 4 pm	Friday Noon	Friday 3 pm	Monday Noon	Friday 3 pm

SPECULATIVE AD SUBMISSION	SPEC AD PROOF
<b>Monday</b>	Wednesday 5 pm
<b>Tuesday</b>	Thursday 5 pm
<b>Wednesday</b>	Monday 5 pm
<b>Thursday</b>	Tuesday 5 pm
<b>Friday</b>	Tuesday 5 pm

## COMPLIMENTARY DESIGN SERVICES

We partner with local businesses in many ways. One such advantage of working with the Idaho Press-Tribune, Meridian Press, or Emmett Messenger Index is complimentary design services. We boast a talented design staff that works to provide the highest quality customer service possible. Ultimately making your marketing efforts shine.

We provide a variety of services. From conceptual ideas to full blown marketing campaigns, you just might be surprised about what we can do for you. For more information about our design services, please contact your sales and marketing sales representative today!

