

Sidney Herald

we are your story!

Retail Advertising Rate Card

Local Display and Classified Rates ~ Rate effective July 1, 2012
310 2nd Ave. NE, Sidney, MT ~ 406.433.2403 ~ fax: 406.433.7802
advertising@sidneyherald.com ~ classifieds@sidneyherald.com ~ www.sidneyherald.com

A. PERSONNEL

Publisher	Libby Berndt
Advertising Director	Brian Eder
Ad Sales	Patti Tornabeni
Ad Sales	Deb Crossland

B. POLICY

1. It is agreed that the advertiser and/or advertising agency or agent accepts full responsibility and liability for advertisements in the Herald.
2. Position requests will be granted where possible. 20% extra will be charged for any ad ordered for a specific position.
3. Cash-with-copy discount: **5 percent**
4. Composition or artwork by the Herald is the property of the Herald and may not be reproduced without written permission. Material or creative ideas supplied by the advertiser remain the property of the advertiser.
5. When major error caused by the Herald appears in a published ad, the Herald will correct and rerun the ad. Any discrepancies must be reported within 30 days.
6. Proof to advertisers is for the purpose of correcting errors but not for additions or changes in original copy. Where proof of ad is submitted to the advertiser, the advertiser assumes all responsibility for any errors not marked on the proof.

C. AD DEADLINES

Display and classifieds

IF YOUR AD RUNS:..... YOUR DEADLINE IS:
 Wednesday..... **Monday, noon**
 Sunday **Thursday, noon**
 Plains Reporter..... **Wednesday, 4 p.m.**
 Special tabloids due TWO weeks early.

D. SIDNEY HERALD & PLAINS REPORTER COLOR RATES

1 color and black \$93
 2 color and black \$152
 3 color and black \$194

(Prices above are flat rate prices – color by the inch rates available for ads smaller than a full page to customers on a volume contract. Available on a first come first serve basis)

E. NON - COMMISSIONABLE RATES

Local Display and Classified Display

. **Open Rate/Political..... \$10.10**

Volume Contracts: classified & display

(Min. Inches/Month)

Inches used 3 mo. 6 mo. 1 year
 10" to 50" **\$7.80** **\$7.70** **\$7.35**
 51" to 150" **\$7.50** **\$7.35** **\$7.05**
 151" to 250" **\$7.25** **\$7.05** **\$6.30**
 251" & up **\$6.90** **\$6.60** **\$6.10**

Inches not used in a month will be billed at contract rate.

Open rates or contract rates will not apply on special sections-flat rates will vary.

F. SPECIAL RATES

1. Advertising Package: Any ad ran in the Sidney Herald may rerun in the Williston Daily Herald (paid circulation of 4800 in Western N.D. – a sister paper) for **\$10.10 per inch** and in the Plains Reporter (TMC Product) for

\$6.50 per inch.

2. Non-profit rate: **\$7.60 per inch.** Rerun as many times as you wish, consecutively, for \$5.60 per inch.
3. Front Pg Color Banner (6x1")..... **\$121**
4. Dial an Expert Ad for **\$52/month**
(Advertising in the Dial an Expert, entitles you to a classified liner ad in each issue, along with the Dial An Expert ad placed on the Herald website, other advertising available at \$7.70 per inch)
5. Church Directory **\$7 each week**
6. Local display ad (5" or larger) and/or any size class display ad with no changes, runs eight consecutive times; display ad 18" or larger with no changes, runs four times in a month: **\$5.60 per inch.** This also entitles you to a rate of **\$7.80 per inch** on any other ads you run.
7. Receive a **rate of \$7.80** on any advertising when signing a community support contract.
8. Montana statewide classified ad: **\$139**; Montana statewide advertising 2x2 for **\$375/week**, 2x4 for **\$750/week**, call for more information.
9. **National Rate \$11.80 per inch**

G. WEB ADVERTISING

1. Web advertising: All advertisements (including retail and classifieds) will be placed on the Herald Web site FREE.
2. Top ads on the Herald Home Page are available for \$15 per week. Contact advertising dept. for placement.
3. Banner ads, rectangle and skyscraper ads are available at \$17 per cpm impressions. Contact advertising rep for more details.

H. PREPRINT RATES

Sidney Herald

Tabloid Pages.....	Max. Oz.	Per Piece	Cost Per 1000
1-45	\$79
5-8	1	\$83
9-12	1.5	\$87
13-16	1.75	\$92
17-20	2	\$99
21-24	2.5	\$103
Signed Contract for 52 inserts per year (No-zoning 1-4 pgs.)			 \$74
Signed Contract for 60 inserts per year (No-zoning 1-4 pgs.)			 \$67
(Over 24 pages or over 2.5 ounces: rates on request.)				

Delivery address: Mail address for all inserts

Williston Herald, 14 4th St. W., Williston, ND 58801

I. TOTAL MARKET COVERAGE

Sidney Herald (paid bi-weekly).....	3,100
Plains Reporter (TMC product).....	15,800 (voluntary pay)
Williston Herald (paid daily in N.D.).....	4,625
Total.....	23,525

Inserts due Tuesday, noon-one week prior

J. ZONED EDITIONS

Plains Reporter

The Plains Reporter is delivered by mail every Wednesday to non-subscribers of the Herald in Williston and requested non-subscribers in Sidney and Fairview area, along with all homes in the Savage, Lambert and Crane area and to all homes in a nine-county trade area outside the city of Williston. It offers coverage of Williams, Divide, Burke, Mountrail, and McKenzie Counties in North Dakota and Richland, Dawson, Roosevelt and Sheridan counties in Montana.

Inches	Display	Classified Display
1-30	\$9.55	\$6.70
31-49	\$9.20	\$6.60
50-70	\$9.10	\$6.50
71-90	\$8.85	\$6.20
91-110	\$8.60	\$6.10
111-126	\$8.40	\$6.00

(If placing your ad in the Sidney Herald, you may pick up the Plains Reporter at \$6.50 per column inch.)

K. PLAINS REPORTER PREPRINT RATES

No. of pages	Max. oz per piece	Cost per 1,000
1-4	5	\$121
5-8	1	\$125
9-12	1.5	\$137
13-16	1.75	\$141
17-20	2	\$160
21-24	2.5	\$182

(Over 24 pages or over 2.5 oz., rates on request)

Single sheet insertions – 8 1/2x11, 1 side \$82 per 1,000
 Single sheet insertions – 8 1/2x11, 2 side \$95 per 1,000

L. SPECIAL SERVICES

1. SPECULATIVE LAYOUTS: Your advertising sales representative can explain how you can increase results by outlining a planned advertising program complete with ad ideas or layouts. This service, including the layouts, is free.
2. TEAR SHEETS: A reasonable number of tear sheets will be provided to the advertiser if requested at the time the ad is placed. Tear sheets requested after initial delivery will be charged for at 30-cents each, if available.
3. CO-OP SERVICE Your Herald advertising representative is trained to assist you in developing new co-op programs as well as budgeting and recording your co-op ads. Contact your representative for additional aid, tearsheets of your ads and assistance with co-op forms.

M. DEPTH REQUIREMENTS

FULL PAGE: Advertisement ordered for more than 18 inches in depth shall be expanded to full 21 -column depth, and charges will be made for column size.

N. COPY REGULATIONS

1. The Herald reserves the right to reject any advertisement, which we deem objectionable, either in subject matter or phrasing.
2. Any ad having the general appearance of a news item must carry the word "Advertisement" in the ad.
3. All political ads must have a disclaimer with the name and address of who paid for the ad.

O. MECHANICAL MEASUREMENTS

DISPLAY

COLUMNS	PRINTER'S PICAS	INCHES
1.....	10.4	1.725
2.....	21.7	3.6
3.....	33.....	5.5
4.....	44.3	7.375
5.....	55.6	9.25
6.....	66.9	11.125

TABLOID same as above to 5 columns

CLASSIFIED

1.....	6.9	1.125
2.....	14.3	2.375
3.....	21.9	3.625

4.....	29.3	4.875
5.....	36.9	6.125
6.....	44.3	7.375
7.....	51.9	8.625
8.....	59.3	9.875
9.....	66.9	11.125

Broadsheet page depth21 inches
 Double Truck22.75 wide x 21" deep
 Tabloid page depth.....10.375 inches

P. Publisher's Liability for Error

The publishers shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

Q. Indemnification

The advertiser and/or advertising 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.

R. MISCELLANEOUS RATES

Fax per sheet:

Send	\$1.75 pp.
Receive.....	\$1.50 pp.

Laminating:

8 1/2 x 11	\$2.00 pp.
4 x 5 or smaller	\$1.25

Obituaries:

Obituaries:	\$40
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Photography

Passport pictures:.....	\$15
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Photo Reproduction:

1 sheet (your choice of 1 8x10, 2 5x7 or 3 4x6).....	\$15
1 – 5x7	\$10
1 – 4x6.....	\$8

Subscription Rates:

Carrier & Richland Co. mail.....	\$54/year
In Trade (out of Co.) mail.....	\$60/year
Motor Route:.....	\$60/year
Out of trade:.....	\$69/year
E-edition	\$30/year

(No refunds will be given - but we will transfer credit)

Thanks you

Editorial thank you letter for nonprofit organizations:	\$18
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Typesetting:

8 1/2x11	\$40
1/4 fold	\$25
tabloid page	\$50
full NP page.....	\$100

Announcements

Weddings/engagements/births extra information	\$15
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