

# Sidney Herald

we are your story!

## A. PERSONNEL

Publisher/Ad Director	Libby Berndt
Ad Sales	Linda Steinbeisser
Ad Sales	LeAnn Amundson
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.....	<b>Monday, 2 p.m.</b>
Sunday .....	<b>Thursday, 2 p.m.</b>
Plains Reporter.....	<b>Wednesday, 5 p.m.</b>

Special tabloids due TWO weeks early.

## Retail Advertising Rate Card

Local Display and Classified Rates ~ Rate effective January 1, 2011

310 2nd Ave. NE, Sidney, MT ~ 406.433.2403 ~ fax: 406.433.7802

advertising@sidneyherald.com ~ classifieds@sidneyherald.com ~ www.sidneyherald.com

## D. SIDNEY HERALD & PLAINS REPORTER COLOR RATES

1 color and black .....	\$85
2 color and black .....	\$139
3 color and black .....	\$179

(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.....\$9.20**

### Volume Contracts: classified & display

(Min. Inches/Month)

Inches used .....	3 mo. ....	6 mo. ....	1 year
10" to 50" .....	<b>\$7.15</b>	<b>\$7.00</b>	<b>\$6.70</b>
51" to 150" .....	<b>\$6.80</b>	<b>\$6.70</b>	<b>\$6.40</b>
151" to 250" .....	<b>\$6.60</b>	<b>\$6.40</b>	<b>\$5.75</b>
251" & up .....	<b>\$6.30</b>	<b>\$6.10</b>	<b>\$5.55</b>

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 **\$7.30 per inch** and in the Plains Reporter (TMC Product) for **\$5.90 per inch**.
2. Non-profit rate: **\$6.90 per inch**. Rerun as many times as you wish, consecutively, for \$5.10 per inch.
3. Front Pg Color Banner (6x1").....**\$110**
4. Dial an Expert Ad for .....**\$47/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 \$7.15 per inch)
5. Church Directory .....**\$6.70 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:

**\$5.10 per inch.** This also entitles you to a rate of **\$7.15 per inch** on any other ads you run.

7. Receive a **rate of \$7.15** 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 ..... \$10.80 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 \$12 per week. Contact advertising dept. for placement.
3. Banner ads, rectangle and skyscraper ads are available at \$15 per cpm impressions. Contact advertising rep for more details.

## H. PREPRINT RATES

Sidney Herald

Tabloid Pages.....	Max. Oz.	Per Piece .....	Cost Per 1000
1-4 .....	5 .....		\$75
5-8 .....	1 .....		\$79
9-12 .....	1.5 .....		\$83
13-16 .....	1.75 .....		\$88
17-20 .....	2 .....		\$94
21-24 .....	2.5 .....		\$98
Signed Contract for 52 inserts per year (No-zoning 1-4 pgs.)..... \$70			
Signed Contract for 60 inserts per year (No-zoning 1-4 pgs.)..... \$64 (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).....	3,050
Plains Reporter (TMC product).....	15,205 (voluntary pay)
Williston Herald (paid daily in N.D.) .....	4,500
Total.....	22,755

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	\$9.10	\$6.35
31-49	\$8.75	\$6.25
50-70	\$8.65	\$6.20
71-90	\$8.40	\$5.90
91-110	\$8.20	\$5.80
111-126	\$8.00	\$5.70

(If placing your ad in the Sidney Herald, you may pick up the Plains Reporter at \$5.90 per column inch.)

## K. PLAINS REPORTER PREPRINT RATES

No. of pages	Max. oz per piece	Cost per 1,000
1-4	5	\$115
5-8	1	\$119
9-12	1.5	\$124
13-16	1.75	\$134
17-20	2	\$152
21-24	2.5	\$173

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

Single sheet insertions – 8 1/2x11, 1 side .....\$78 per 1,000

Single sheet insertions – 8 1/2x11, 2 side .....\$90.50 per 1,000

## L. SPECIAL SERVICES

- 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.
- 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.
- 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

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

## O. MECHANICAL MEASUREMENTS

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 depth .....21 inches

Double Truck .....22.75 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: .....	\$35
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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 .....	\$52/year
In Trade (out of Co.) mail.....	\$58/year
Motor Route:.....	\$58/year
Out of trade:.....	\$67/year
E-edition .....	\$30/year

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

### Thanks you

Editorial thank you letter for nonprofit organizations: .....	\$17
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### Typesetting:

8 1/2x11 .....	\$25
1/4 fold .....	\$25
tabloid page .....	\$45
full NP page .....	\$95

### Announcements

Weddings/engagements/births extra information.....	\$15
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# Sidney Herald

we are your story!

## Special Sections

310 2nd Ave. NE, Sidney, MT ~ 406.433.2403 ~ fax: 406.433.7802  
advertising@sidneyherald.com ~ classifieds@sidneyherald.com ~ www.sidneyherald.com

### January

1. AG Days
2. Sidney Centennial pages (twice a month for a year)
3. Top 10 beet growers
4. Show me the money - Tax pages

### February

1. Milestone Marriages or Senior Sweetheart
2. Prom
3. Dental Health Month
4. Sidney Centennial pages (twice a month)
5. Wedding tab
6. Basketball tourney tab

### March

1. Business Review tab.
2. Down through the Years Pages
3. Sidney Centennial pages (twice a month)
4. Health Fair pages
5. Ag Week pages
6. Show me the money - Tax pages

### April

1. Spring Home & Garden
2. Spring Car Care
3. Administrative Professional Day
4. Tappin the Bakken
5. Phone Book
6. Sidney Centennial pages (twice a month)

### May

1. Visitor guide section
2. Graduation Tab
3. Older Americans Month
4. Law Enforcement pages
5. Beef Month
6. National EMT week
7. Sidney Centennial pages (twice a month)
8. Summer event package
9. Senior graduate employee ads

### June

1. Town & Country, with Sidney Centennial
2. Sidney Centennial pages (twice a month)

### July

1. Back to School pages.
2. Fairview Festival
3. Dry land Field Days
4. Field Days
5. Sunrise Festival of the Arts
6. Sidney Centennial pages (twice a month)

### August

1. Richland County Fair
2. Sidney Centennial pages (twice a month)
3. Fall Sports Schedule
4. 4-H Market Animals buyers pages

### September

1. Fall Home Improvement.
2. Hunting Guide Tab
3. Beet Digest
4. Chamber map
5. Football Contest
6. Employment guide
7. Sidney Centennial pages (twice a month)

### October

1. Tappin the Bakken
2. Newspaper in Education special section
3. Fire Prevention Week & 4-H Week
4. Boss' Day
5. Here's My Card (Business Card)
6. Sidney Centennial pages (twice a month)

### November

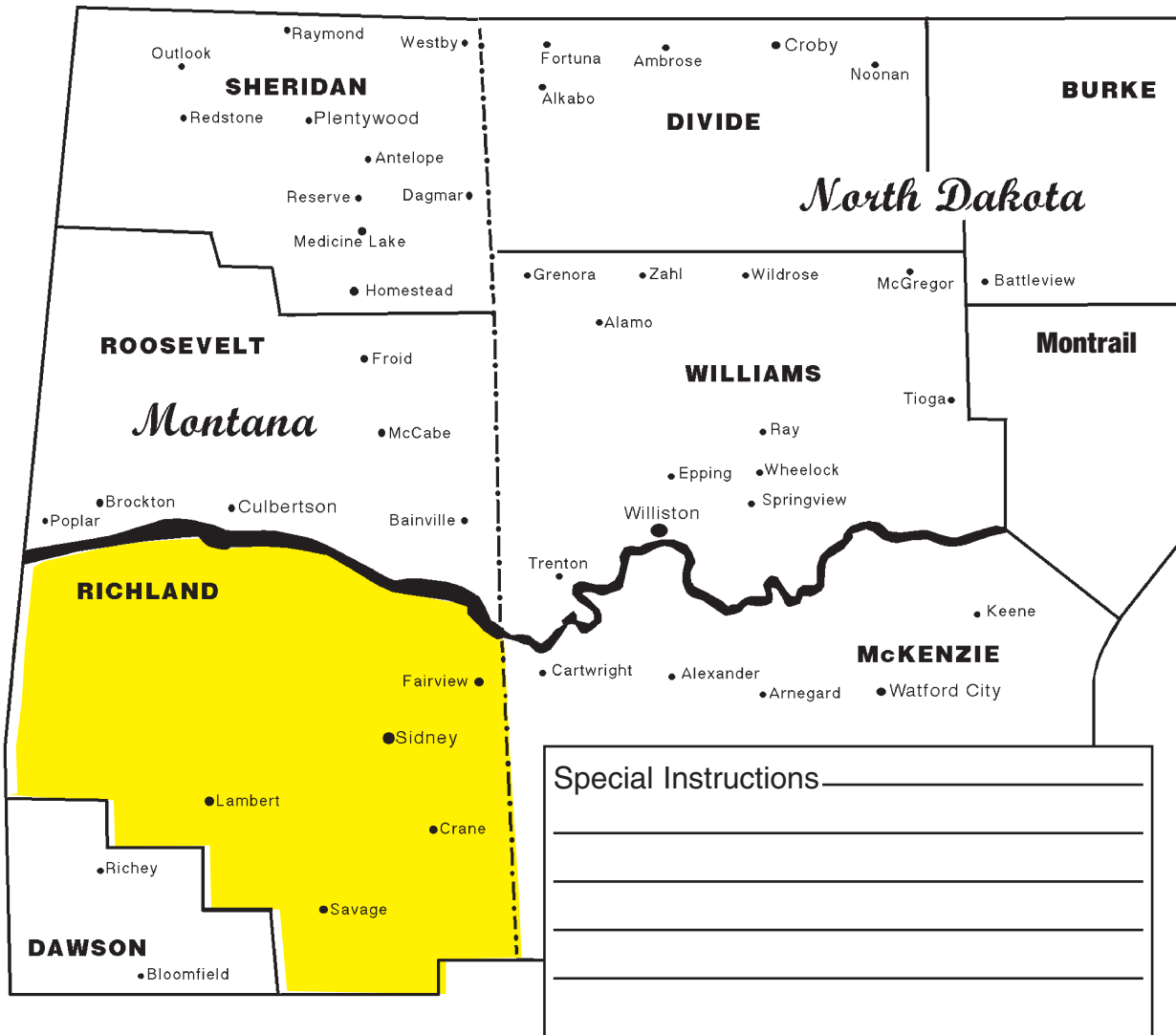
1. Christmas Tab.
2. Merry Money - Christmas promotion
3. Turkey Giveaway
4. Veterans Day Ads
5. Winter Sports Schedule
6. Harvest Wrap-up
7. Sidney Centennial pages (twice a month)

### December

1. Fairview Silver Bells
2. Creative Kids
3. Last Minute Gift Guide
4. Sidney Centennial pages (twice a month)

The Sidney Herald and Plains Reporter are the only media that give you...

# Total Market Coverage



Special Instructions \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you want to saturate the market on this map all you have to do is run your display ad in one issue of the Herald and re-run it in the Plains Reporter. You now have Total Market Coverage. Only the Herald can offer you such saturation coverage.

Our insert package is unique in that you can pick and choose the areas you want covered with inserts. The numbers listed below indicate the inserts needed for 100 percent coverage in each town and area. To figure the cost of your insert just add up the numbers of all the towns you want covered and multiply by your cost per 1,000.

SIDNEY HERALD	
Wednesday and Sunday Circulation	3,050
WILLISTON DAILY HERALD	
Sunday & Weekdays Circulation	5,000

Richland County Total Market Inserts	
Plains Reporter	1,582
Sidney Herald	3,050
Total	4,632

## NORTH DAKOTA PLAINS REPORTER

DIVIDE COUNTY	
Ambrose	.50
Crosby	.635
Fortuna	.40
Noonan	.274

BURKE COUNTY	
Battlevue	.42

MCKENZIE COUNTY	
Alexander	.196
Arnegard	.152
Cartwright	.84
Keene	.47
Watford City	.1,284

WILLIAMS COUNTY	
Alamo	.118
Epping	.200
Grenora	.200
McGregor	.70
Ray	.409
Tioga	.999
Trenton	.186
Wildrose	.116
Zahl	.81
Williston	.2273
Williston Newsstands	.2017
Miscellaneous	.141
Total N.D. Plains	.9473

## MONTANA PLAINS REPORTER

RICHLAND COUNTY	
Crane	.50
Fairview (Rural routes)	.325
Lambert	.163
Savage	.269
Sidney (Rural routes)	.740
Sidney Stands (City & Rural)	.35

DAWSON COUNTY	
Bloomfield	.70
Richey	.170

ROOSEVELT COUNTY	
Bainville	.200
Brockton	.165
Culbertson	.493
Poplar	.1,331
Froid	.179

SHERIDAN COUNTY	
Antelope	.59
Dagmar	.96
Medicine Lake	.163
Outlook	.75
Plentywood	.729
Raymond	.42
Redstone	.43
Reserve	.82
Westby	.190

Total MT Plains .....5669

Misc .....63  
Total .....15,205  
updated March 2011

Business \_\_\_\_\_

Billing Address \_\_\_\_\_

Sidney Herald \_\_\_\_\_ Plains Reporter \_\_\_\_\_ Williston Herald \_\_\_\_\_

Cost per 1000 \_\_\_\_\_ Cost per 1000 \_\_\_\_\_ Cost per 1000 \_\_\_\_\_

Date \_\_\_\_\_ Date \_\_\_\_\_ Date \_\_\_\_\_

# Inserts \_\_\_\_\_ # Inserts \_\_\_\_\_ # Inserts \_\_\_\_\_