



2015 Retail Advertising Rates

Effective February 4 through
December 31, 2015



The Argus Observer is a daily newspaper published afternoons Tuesday through Friday and Sunday mornings serving the Western Treasure Valley.

The Argus Observer reaches a market in Eastern Oregon and Southwest Idaho consisting of adults living in Malheur, Harney & Baker County, Oregon as well as Payette, Washington & Adams County, Idaho.

The Treasure Valley Reminder is a total market coverage (TMC) edition delivered each Thursday by carriers to households which do not subscribe to the Argus Observer.

VERIFIED AUDIT CIRCULATION

The Argus Observer is the paper of choice for the following 11 zip codes.

Oregon Zip Code Coverage	Idaho Zip Code Coverage
Ontario 97914	Payette 83661
Nyssa 97913	Fruitland 83619
Vale 97918	New Plymouth 83655
Adrian 97901	Weiser 83672
Huntington 97907	Council 83612
	Parma 83660

Actual circulation will vary, for planning purposes use the following numbers. See sales rep for details.

Argus Observer
 Sunday 6,500 - Daily 5,500
 Independent Enterprise 1,500
 Treasure Valley Reminder Thursday 16,500

Hours:
 Monday thru Friday
 8:00 am to 5:00 pm

Address:
 1160 SW 4th Street
 Ontario, OR 97914
 Phone: 541-889-5387
 Fax: 541-889-3347

Publisher John Dillon
 Advertising Director Debbie Regalado
 Editor Kristi Albertson
 Circulation Director Bill McCarver
 Business Manager Dee Lee
 Production Manager Wade Cordes



Effective February 10, 2015

Display Advertising Rates

Black and white rates per column inch Tuesday through Sunday.

Open Rate

Sunday . . . Sunday/Reminder . . . Daily . . . Daily/Reminder
 \$11.70 \$14.50 \$11.40 \$14.20

Annual Dollar Volume Contract Rates

Amount	Sunday	Sunday/Reminder	Daily	Daily/Reminder
\$2,500 . . .	\$9.90 . . .	\$12.70 . . .	\$9.60	\$12.40
\$5,000 . . .	\$9.65 . . .	\$12.45 . . .	\$9.45	\$12.25
\$8,000 . . .	\$9.50 . . .	\$12.30 . . .	\$9.30	\$12.10
\$15,000 . .	\$9.35 . . .	\$12.15 . . .	\$9.15	\$11.95
\$30,000 . .	\$9.10 . . .	\$11.90 . . .	\$8.85	\$11.65
\$50,000 . .	\$8.75 . . .	\$11.55 . . .	\$8.50	\$11.30
\$75,000 . .	\$8.50 . . .	\$11.30 . . .	\$8.25	\$11.05

Annual dollar contracts above \$75,000 are negotiable under terms of dollar volume contracts. Guaranteed placement charge 20% of ad cost. (min. \$10.00).

Repeat Discounts

Any display advertisement 10 column inches or larger may run additional times without copy or layout changes within six days of original publication date at 40% off the advertisers open or contract rate. Any display advertisement less than 10 column inches may run additional times without copy or layout changes within six days of original publication date at 20% off the advertisers open or contract rate.

Display & Classified Color Rates

Full process color \$290.00

TV Guide

Black and White rates per column inch published Sunday

Open Rate \$8.25

TV Guide includes Full-Color

Back page 6 col. x 10" \$275.00

Front page 3 col. x 6" \$190.00

Front page 3 col. x 3 1/2" \$110.00

Front Page Advertising

The Argus Observer offers 2 Full-color advertising opportunities on the front page everyday. They are sold on a first come, first serve basis.

4 col. x 2" \$155.00

Weather Page Advertising

The Argus Observer offers a full-color advertising opportunity on the back page under the weather every day.

Sunday/Daily 6 col. x 4 inches \$140.00

Political Advertising

All political advertising is sold at open or contract rate on a cash - with copy basis.

Obituaries

Obituaries are sold on a per column inch basis and must be paid prior to publication unless obituary is billed to a funeral chapel.

Per column inch \$6.90

Photo charge \$30.00

Processing fee \$10.00

Obituaries not submitted electronically will be charged an additional \$3.50 per column inch. Death notices will be published at no charge, funeral notices will charged \$29.00 per publication date.

Card of Thanks & Birthday Advertisements

All Card of Thanks and birthday advertising is sold at open rate per column inch and must be paid prior to publication.

Non-Profit Rates

Non-profit charitable status must be documented and on file with the Argus Observer.

Sunday . . . Sunday/Reminder . . . Daily . . . Daily Reminder

\$8.50 \$11.30 \$8.25 \$11.05

Repeat discount applies within 6 days of original publication date.

Independent Enterprise

The Independent Enterprise is a weekly paid publication published on Wednesday in Payette, Idaho to 1,600 subscribers. Argus Observer advertisers may pick up their advertisements at a reduced rate.

Display \$5.35

Classified \$4.25

Classified Display Advertising Rates

Black and white rates per column inch Tuesday through Sunday

Open Rate	1-time	2-time	3-time	4-time	5-time	6-time	7-time
	\$7.60	\$12.15	\$15.80	\$18.95	\$20.85	\$22.90	\$25.20

Annual Dollar Volume Contract Rates

Amount	1-time	2-time	3-time	4-time	5-time	6-time	7-time
\$1,500	\$6.40	\$10.25	\$13.30	\$15.95	\$17.55	\$19.30	\$21.20
\$2,500	\$6.25	\$10.00	\$13.00	\$15.60	\$17.15	\$18.85	\$20.75
\$5,000	\$6.10	\$9.75	\$12.70	\$15.25	\$16.80	\$18.50	\$20.35
\$8,000	\$6.00	\$9.60	\$12.50	\$15.00	\$16.50	\$18.15	\$19.95
\$15,000	\$5.90	\$9.45	\$12.30	\$14.75	\$16.25	\$17.90	\$19.70
\$30,000	\$5.70	\$9.10	\$11.85	\$14.20	\$15.60	\$17.15	\$18.85
\$50,000	\$5.55	\$8.90	\$11.60	\$13.90	\$15.30	\$16.80	\$18.50
\$75,000	\$5.40	\$8.65	\$11.25	\$13.50	\$14.85	\$16.35	\$18.00

WesternTreasureValleyHomes.com

The Real Estate Review is distributed on the 1st Thursday of every month and inserted into the Argus Observer the following Sunday.

Full Color non-contract rates:

Full-page (10" X 10")	\$475.00
Half-page (4.917" X 10" or 10" X 4.75")	\$285.00
Quarter-page (4.917" x 4.75")	\$160.00

Full Color 12-month contract rates:

Full-page (10" X 10")	\$360.00
Half-page (4.917" X 10" or 10" X 4.75")	\$225.00
Quarter-page (4.917" x 4.75")	\$140.00

Preprint Advertising Rates Per 1,000

Page Size	Open Rate	12 Preprints Per Year	24 Preprints Per Year	48+ Preprints Per Year
Single Sheets	\$57.00	\$54.00	\$51.00	\$42.50
2 Std/4 Tab	\$63.00	\$59.00	\$55.50	\$46.50
4 Std/8 Tab	\$73.00	\$68.50	\$65.00	\$54.00
6 Std/12 Tab	\$83.00	\$78.50	\$74.00	\$62.00
8 Std/16 Tab	\$93.00	\$88.00	\$83.50	\$69.50
10 Std/20 Tab	\$103.00	\$98.00	\$93.00	\$77.00
12 Std/24 Tab	\$113.00	\$107.50	\$102.00	\$85.00
14 Std/28 Tab	\$123.00	\$117.50	\$111.00	\$93.00
16 Std/32 Tab	\$133.00	\$127.00	\$120.50	\$100.50
18 Std/36 Tab	\$143.00	\$137.00	\$130.00	\$108.00

*For additional standard pages add \$1.00 per tab page.

Terms and Conditions

Preprinted advertising supplements are acceptable for insertion in the Argus Observer and the Treasure Valley Reminder (TMC) at the rates listed in the section. These rates apply to preprinted advertising by single advertiser.

The Argus Observer does not accept any local preprinted, multi-advertiser inserts. Local multiple signatures will not be accepted.

Zoned inserts are accepted with an additional charge of \$5.00 per 1,000 and a minimum charge of \$200.00 per insertion.

Please add 3% for spoilage to all preprint quantities.

Preprint advertising dollars apply toward advertisers' annual contract fulfillment.

Single sheet preprints require a minimum of 60# paper stock. Single Sheet minimum size - 5" X 6" and maximum size - 10" X 12".

Insert Deadlines: All preprints must be scheduled and received a minimum of 7 days prior to insertion date. Ship to 1160 SW 4th St. Ontario, OR 97914. Receiving hours are 8:00 a.m. to 5:00 p.m. Monday - Friday.

Advertising Deadlines

Publication Date.....	Space & Copy Deadline
Tuesday.....	Friday, 4:00 p.m.
Wednesday.....	Monday 2:00 p.m.
Reminder.....	Monday, 2:00 p.m.
Thursday.....	Monday, 4:00 p.m.
Friday.....	Tuesday, 4:00 p.m.
Sunday.....	Wednesday, 4:00 p.m.
TV Guide.....	Tuesday, Noon

Mechanical Measurements

6 Column Display

1 Column.....	1.528" (9p2)
2 Column.....	3.222" (19p4)
3 Column.....	4.917" (29p6)
4 Column.....	6.611 (39p8)
5 Column.....	8.306" (49p10)
6 Column.....	10" (60p)
Height.....	21.25" (127p6)

4 Column Tabloid

2 Column.....	4.917" (29p6)
4 Column.....	10" (60p)
Height.....	10" (60p)

9 Column Classified

1 Column.....	1.037" (6p2)
2 Column.....	2.158" (12p11)
3 Column.....	3.278" (19p8)
4 Column.....	4.398" (26p4)
5 Column.....	5.519" (33p1)
6 Column.....	6.639" (39p10)
7 Column.....	7.759" (46p6)
8 Column.....	8.88" (53p3)
9 Column.....	10" (60p)
Height.....	21.25" (127p6)

WesternTreasureValleyHomes.com

Quarter-page.....	4.917"x4.75" (29p6 x 28p9)
Half-page - Vertical.....	4.917"x10" (29p6 x 60p)
Half-page - Horizontal.....	10"x4.75" (60p x 28p9)
Full-page.....	10"x10" (60p x 60p)

Contract & Copy Regulations

The rates listed apply only to local display and classified display advertising. All rates on this schedule are net and non-commissionable to advertising agencies.

Advertising canceled past deadline will be billed a cancellation fee equal to 25% of the cost of the advertisement.

The Argus Observer reserves the right to insert the word "advertisement" in all advertising similar to editorial.

Any advertisement measuring more than 19 inches in depth will be charged at 21 1/2 inches. Any tabloid advertisement measuring more than 9" in depth will be charged at 11 1/2 inches.

Display double trucks will be billed as 13 columns wide and classified double trucks will be billed as 19 columns wide.

Although every effort will be made to ensure that advertisements will appear without error, sometimes mistakes will occur. If a significant error happens and it is the fault of the Argus Observer, The Argus Observer is only liable for the actual cost of the advertising space and not for any other damages. The Argus Observer will gladly provide a letter of correction.

The advertisers and/or advertising agency shall pay for the attorney fees and pay for any judgements against the publisher that are caused by the publication of any advertisement submitted by or published at the direction of the advertiser and/or advertising agency and the advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, and/or expense 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. The Publisher 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 refund of any monies paid for the advertisement.

Contract advertisers are guaranteed their rate for the time of their contract. Contract advertisers who fail to fulfill their contract agreement are subject to a short rate charge.

The Argus Observer reserves the right to edit, reject or accept advertising at its discretion.