



Yucaipa / Calimesa
News Mirror
 Century Group Newspapers

**CLASSIFIED ADVERTISING
 COMMERCIAL RATE CARD**

Effective February 1, 2019

Century Group Newspapers expands the reach of your classified print ad with placement online on all four newspaper websites

Century Group
 Newspapers

Publisher - Toebe Bush
Classified Sales - Julie O'Connor

Yucaipa/Calimesa News Mirror
 35154 Yucaipa Blvd. (or P.O. Box 760)
 Yucaipa, CA 92399
 Phone (909) 797-9101
 Fax (909) 797-0502
 Advertising e-mail: classifieds@newsmirror.net
 website: www.newsmirror.net

ANNOUNCEMENTS

■ Announcements, Personals		
	1-2 Weeks	3-4 Weeks
2 Newspapers	\$3.75/line, per week	\$3.15/line, per week
4 Newspapers	\$7.45/line, per week	\$6.85/line, per week

BUSINESS & FINANCIAL

■ Business Opportunities, Multi-Level Marketing, Investments, Loans - Business/Personal		
	1-2 Weeks	3-4 Weeks
4 Newspapers	\$7.45/line, per week	\$6.85/line, per week

BUSINESS SERVICES

■ Caregiving, Child Care, Home Improvement, Lawn & Garden, Personal Services, Professional Services		
	1-2 Weeks	3-4 Weeks
1 Newspaper	\$3.75/line, per week	\$3.15/line, per week

MERCHANDISE

■ Antiques & Collectibles, Appliances, Baby/Youth Items, Computers & Supplies, Estate Sales, Furniture, Medical Equip/Supplies, Misc for Sale, Musical Instruments, Sporting Goods, Tools & Machinery, Auctions, Wanted to Buy, Commercial Dealers or Business Ventures		
	1-2 Weeks	3-4 Weeks
2 Newspapers	\$3.75/line, per week	\$3.15/line, per week
4 Newspapers	\$7.45/line, per week	\$6.85/line, per week

PETS/ANIMALS

■ Boarding & Grooming, Breeding Services, Training, Veterinary Services		
	1-2 Weeks	3-4 Weeks
2 Newspapers	\$3.75/line, per week	\$3.15/line, per week
4 Newspapers	\$7.45/line, per week	\$6.85/line, per week

Classified ads have a four-line minimum and include bold type on the first keywords of copy. Pricing also includes exposure on all Century Group Newspaper websites. No refund for early cancellation. Standard abbreviations and category formats are used for clarity and effectiveness. Maximum exposure is provided by combining two or all four newspapers within the Century Group, based on the specific category or classification. These combinations include:

- Yucaipa/Calimesa News Mirror and Record Gazette, Banning/Beaumont
- Yucaipa/Calimesa News Mirror and Highland Community News
- Highland Community News and Fontana Herald News
- Yucaipa/Calimesa News Mirror, Record Gazette, Banning/Beaumont, Highland Community News and Fontana Herald News

COMMERCIAL REAL ESTATE

■ Commercial Property - Sale/Lease, Income Property, Office Space for Rent, Retail Space for Rent, Trust Deeds, Vacation/Resort Property		
	1-2 Weeks	3-4 Weeks
4 Newspapers	\$7.45/line, per week	\$6.85/line, per week

RENTALS

■ Apartments, Condos/Townhomes, Duplexes/Triplexes, Houses, Mobile/Modular Homes, Rentals to Share, Rooms for Rent, Senior Rentals, Storage, Vacation Rentals, Wanted to Rent		
	1-2 Weeks	3-4 Weeks
2 Newspapers	\$5.25/line, per week	\$4.55/line, per week
4 Newspapers	\$7.45/line, per week	\$6.85/line, per week

Effective Ad Copy Format - Start with the city and then the description of the property with the amenities, number of bedrooms & bathrooms, rental amount and contact information.

REAL ESTATE FOR SALE

■ 55+ Communities, Condos/Townhomes, Duplexes/Triplexes, Foreclosures, Houses, Lots & Acreage, Mobile/Modular Homes, Open Houses, Real Estate Wanted, Time Shares		
	1-2 Weeks	3-4 Weeks
2 Newspapers	\$5.25/line, per week	\$4.55/line, per week
4 Newspapers	\$7.45/line, per week	\$6.85/line, per week

Effective Ad Copy Format - Start with the city and then the description of the property including number of bedrooms & bathrooms, square footage, featured amenities, price and contact information

CALL (909) 797-9101 OR VISIT US ONLINE AT WWW.NEWSMIRROR.NET



Century Group Newspapers



Beaumont Banning



HELP WANTED

■ Employment Wanted, Help Wanted, Job Fairs, Schools and Training, Work at Home

Help Wanted advertising is sold in combination with all Century Group Newspapers. With a combined, verified circulation of 68,486 our total market coverage plan offers maximum exposure and strong readership that produces effective results.

Century Group publishes four weekly newspapers in the Inland Empire in both San Bernardino and Riverside counties. The Record Gazette serves the Pass Area communities of Banning, Beaumont, Cabazon and Cherry Valley. The Yucaipa-Calimesa News Mirror is the hometown newspaper for Yucaipa, Calimesa and Oak Glen. The Highland Community News and Fontana Herald News are the news and advertising sources for their communities.

■ Liner Ads

4 Newspapers	1 Week	2 Weeks	3 Weeks	4 Weeks
4-16 Lines	\$13.80/line, per week	\$12.35/line, per week	\$10.90/line, per week	\$9.75/line, per week
17-24 Lines	\$12.35/line, per week	\$10.90/line, per week	\$ 9.75/line, per week	\$8.85/line, per week
25-32 Lines	\$10.90/line, per week	\$ 9.75/line, per week	\$ 8.85/line, per week	\$8.05/line, per week
33-40 Lines	\$ 9.75/line, per week	\$ 9.40/line, per week	\$ 8.05/line, per week	\$7.15/line, per week
41-47 Lines	\$ 8.85/line, per week	\$ 8.05/line, per week	\$ 7.15/line, per week	\$6.35/line, per week

■ Display Ads

4 Newspapers	1 Week	2 Weeks	3 Weeks	4 Weeks
1/16 Page, 48 Lines	\$ 200.00	\$ 340.00	\$ 430.00	\$ 635.00
1/8 Page, 96 Lines	\$ 405.00	\$ 660.00	\$ 830.00	\$1085.00
1/4 Page, 192 Lines	\$ 575.00	\$ 975.00	\$1435.00	\$1720.00
1/2 Page, 392 Lines	\$ 920.00	\$1600.00	\$2120.00	\$3155.00
Full Page, 784 Lines	\$1716.00	\$2865.00	\$4300.00	\$5735.00

Jazz up your ad with Bold type, a Border, Photo, Logo or Larger type for an additional charge. Call your Classified Sales Representative for more information.

Effective Ad Copy Format - Start with job title or industry keyword. Include **experience** and **education** requirements, **responsibilities**, **company benefits** and **contact** information.

MECHANICAL SPECIFICATIONS

1/16 Page	2 column x 3 inches	2.690" x 3"
1/8 Page	2 column x 6 inches	2.690" x 6"
	3 column x 4 inches	4.119" x 4"
1/4 Page	2 column x 12 inches	2.690" x 12"
	3 column x 8 inches	4.119" x 8"
	4 column x 6 inches	5.547" x 6"
1/2 Page	4 column x 12 inches	5.547" x 12"
	7 column x 7 inches	9.833" x 7"
Full Page	7 column x 14 inches	9.833" x 14"

COMMISSIONS AND TERMS OF PAYMENT

National rates are commissionable up to 15% to recognized agencies. All other rates are non-commissionable.

Advertising charges are to be paid in advance unless a commercial credit account has been established. All advertising is due and payable 25 days from date of invoice. A service charge of 1.5% per month will be charged on accounts unpaid after 25 days. Annual rate, 18%.

DEADLINES

Copy and space reservation is 1:00 p.m., Tuesday prior to Friday publication. Ads with graphics and logos should be submitted Friday prior to 5:00 p.m.

VERIFIED CIRCULATION

The circulation of the weekly Record Gazette newspaper is field checked, audited and verified by the Circulation Verification Council (CVC), a St. Louis, MO based circulation auditing firm. Annual audit dated September 30, 2018 is available upon request.

For the weekly Fontana Herald, Highland Community News, News Mirror, and twice monthly Sun Lakes Life, a publisher's sworn statement is available.

Verified by CVC
Record Gazette, Banning/Beaumont19,436

Publisher's sworn statement
Fontana Herald News7,500
Highland Community News10,000
Yucaipa/Calimesa News Mirror19,000
Sun Lakes Life, Banning4,000
Total circulation59,9366



Yucaipa / Calimesa

News Mirror
Your Community. Your Newspaper.

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