

Yucaipa / Calimesa News Mirror

Century Group Newspapers

CLASSIFIED DISPLAY ADVERTISING RATES

Effective November 15, 2019

The Yucaipa & Calimesa News Mirror are truly "citizens of the community," serving residents in Yucaipa, Calimesa and Oak Glen for more than 90 years with strong coverage of local issues, people and events, plus local advertising information for shoppers.

Delivered to 14,000 local homes and businesses, the News Mirror reaches more households than any other newspaper in this market. Local merchants choose the News Mirror as the primary source for advertising their goods and services.

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, Redlands Community News, News Mirror, and twice monthly Sun Lakes Life, a publisher's sworn statement is available.

DISTRIBUTION

Yucaipa / Calimesa News Mirror	14,000
Fontana Herald-News	5,000
Redlands Community News	14,700
Highland Community News	10,000
Banning / Beaumont Record Gazette	18,000
Sun Lakes Life	4,000
Total Distribution	65,700



COMBINATION RATES

The News Mirror is sold in combination with other Century Group newspapers. Buy an ad in the News Mirror and pick up the same ad in any or all the newspapers listed above at these rates per col. inch:

	2nd Paper	3rd Paper	4th Paper	5th Paper
Open Rate				
2"-4" per week	\$9.20	\$8.35	\$7.60	\$8.40
5"-98" per week	\$6.85	\$6.15	\$5.30	\$6.05
Agreement Rate				
2"-4" per week	\$7.95	\$6.75	\$5.45	\$7.60
5"-98" per week	\$5.95	\$5.20	\$4.35	\$4.65

(Agreement Rates based on minimum 6-week frequency agreement or 280-inch bulk agreement.)

Sun Lakes Life is an exclusive bi-monthly publication that reaches every home in the Sun Lakes Country Club in Banning. Sun Lakes Life publishes twice monthly on Fridays. Sun Lakes Life may be purchased directly (see Sun Lakes Life rate card for rates) or can be picked up at special discount rates (see above).

Century Group Newspapers

CALL YOUR AD REPRESENTATIVE AT (909) 797-9101



Publisher - Tim Shoffeitt

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: advertising@newsmirror.net
News e-mail: news@newsmirror.net
website: www.newsmirror.net

ADVERTISING RATES

COMMISSIONABLE RATES (National)

\$22.52 per column inch
(15% commissionable to recognized agencies.)

CLASSIFIED DISPLAY RATES

Weekly Frequency Rates:

(Based on seven-column x 14-inch page)

Consecutive weeks	2"-4" per week per col. inch	5"-15" per week per col. inch	16"-31" per week per col. inch	32"-63" per week per col. inch	64"-98" per week per col. inch
Open	19.60	13.00	12.15	11.30	10.85
6 Weeks	16.60	11.00	10.30	9.65	9.15
13 Weeks	15.50	10.30	9.55	8.90	8.60
26 Weeks	14.60	9.55	8.80	8.25	8.00
52 Weeks	13.80	8.65	8.10	7.60	7.35

Based on signed agreement. Two-inch minimum per insertion

Full Color Rates

	1 paper	2 papers	3 papers	4 papers	5 papers
4-11 inches	\$45	\$70	\$95	\$120	\$145
12-23 inches	\$80	\$115	\$150	\$185	\$220
24-45 inches	\$160	\$235	\$310	\$385	\$460
46-70 inches	\$310	\$425	\$540	\$655	\$770

CLASSIFIED DISPLAY AD RATES

Church, civic, charitable organization rates:

Consecutive weeks	2"-4" per week per col. inch	5"-15" per week per col. inch	16"-31" per week per col. inch	32"-63" per week per col. inch	64"-98" per week per col. inch
Open	14.60	9.55	8.80	8.30	8.75
52 Weeks	13.90	8.75	8.15	7.60	7.35

52-week rate based on signed agreement. Two-inch per week minimum.

ANNUAL BULK SPACE AGREEMENT

Based on signed agreement.

Inches per year	Rates per classified column inch
280 column inches	\$9.70 per col. inch
500 column inches	\$9.20 per col. inch
1,400 column inches	\$8.75 per col. inch
2,100 column inches	\$8.50 per col. inch
2,800 column inches	\$8.25 per col. inch
3,500 column inches	\$8.00 per col. inch
4,200 column inches	\$7.80 per col. inch
4,900 column inches	\$7.70 per col. inch
5,600 column inch or more	\$7.50 per col. inch

Should the advertiser exceed agreed contracted linage, advertiser would qualify for rate level achieved up to one additional rate level. Such credit is to be used toward future advertising and not towards next contract fulfillment. If advertiser fails to meet contracted linage, the advertiser will be re-billed at the appropriate rate.

PRE-PRINT SUPPLEMENTS

Single Sheet Flyers \$31 per M
(full run, up to 30 lb stock)
Partial run, minimum 10,000 quantity \$38 per M
(30 lb stock)

	1-12X	13-26X
4 page tab	\$40	\$37
8 page tab	\$43	\$40
12 page tab	\$45	\$42
16 page tab	\$47	\$44
20 page tab	\$49	\$46

Ask for rates on larger sized pre-prints. 5% discount off
13-26x rate for commitments of 50 or more pre-prints per year with signed agreement.

Deliver pre-prints, bundled and strapped on skids, to:

Southwest Offset Printing,

Brian Johnson, 13645 Gramercy Place, Gardena, CA
90249, PH: 310-715-2346

In addition to the above information, the Bill of
Lading and Pallet Flags should also include the
following info...

Century Group Newspapers

Name of newspaper:

Insert advertiser name:

Publication Date:

Quantity:

Receiving Hours: Mon. - Fri. 7AM - noon, 1PM -
3:30PM. Warehouse closed on Holidays

All pre-prints must arrive not more than ten days and not less than
five working days prior to insertion.

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 credit 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%.

All political and advocacy advertising will be charged at earned rates
and must be paid in advance.

POLICY

Advertising acceptance: The publisher reserves the right to reject,
cancel, or revise in whole or part, any advertisement at anytime
without notice.

Typographical errors: The publisher will assume no financial
responsibility for typographical errors or for omission of copy.
Advertiser and/or agency will assume all liability for all contents of
the advertisement. In the event of an error or omission the newspa-
per will provide a letter of correction stating that an error has been
made. Liability for the error shall not exceed the cost of that portion
of space occupied by the error. Should the newspaper fail to publish
an advertisement, the newspaper will publish the advertisement in the
next available issue. The newspaper will not be liable for any loss or
damage as a result of this omission.

Proofs: Proofs may be requested on all ads of 10-column inches or
larger. Additions or changes from the original copy are subject to
additional charges on a time basis.

Reproduction materials: The newspaper will not be held responsi-
ble for reproduction materials left 30 days after publication.

Advertorials: Advertisements resembling news text must be sur-
rounded by a border and carry the word "Advertisement" at the top.

Position requests: A 25% premium is charged for guaranteed posi-
tions, if available.

Political advertising: All political advertisements must carry the
words "Paid Political Advertisement" at the top of the ad and list the
treasurer and committee-to-elect chairperson or responsible person
and address at the bottom of the ad.

RETAIL RATES

Call newspaper for classified private party and commercial rates.

TOTAL MARKET COVERAGE

The Century Group operates newspapers in Yucaipa, Calimesa,
Banning, Sun Lakes, Beaumont, Redlands, Highland and Fontana.
Combination buys are available at affordable rates.

CONTRACT REQUIREMENTS

The publisher shall have the right to cancel the contract at any time
after the contract is made without notice for non-payment of bills at
due date, and the advertiser shall thereupon be liable for and shall pay
the publisher all amounts due hereunder up to the date of such cancel-
lation. Contracts not fulfilled will be short rated and reduced to the
actual rate earned; the advertiser will be billed at that rate until a new
contract is signed.

DEADLINES

Copy and space reservation is 4:00 p.m., Monday prior to publication.
Larger ads requiring extensive production work need to be submitted
on Friday or earlier.

CLASSIFIED REQUIREMENTS

Classified pages are seven columns wide and 14 inches deep. Two-
column-inch display ad minimum in classified. Advertising accepted
in 1/2 inch increments. Ads 13 inches or larger will be charged for full
14-inch page depth.

MECHANICAL SPECIFICATIONS

Classified Columns	Picas	Inches
7 column	59p0	9.833"
6 column	50p5	8.404"
5 column	42p0	6.967"
4 column	33p3	5.547"
3 column	24p8	4.119"
2 column	16p2	2.690"
1 column	7p4	1.208"