



Banning • Beaumont • Cherry Valley • Cabazon
Record Gazette
 Century Group Newspapers

**CLASSIFIED ADVERTISING
 GENERAL 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 - Ana Rivera

The Record Gazette
 218 N. Murray St. (or P.O. Box 727), Banning CA 92220
 Phone (951) 849-4586 • Fax (951) 849-2437
 Advertising e-mail: classifieds@recordgazette.net
 website: www.recordgazette.net

ANNOUNCEMENTS

■ **Announcements, Personals**

	1-2 Weeks	3-4 Weeks
2 Newspapers	\$3.60/Line	\$3.00/Line
4 Newspapers	\$7.10/Line	\$6.55/Line

■ **Lost & Found**

4 Lines, 1 Newspaper

Lost	1-2 Weeks - \$3.60/line, per week	3-4 Weeks - \$3.00/line, per week
Found	1 Week - FREE	\$1.30 each add'l line

Add'l weeks same price as Lost ads

MERCHANDISE

■ **Antiques & Collectibles, Appliances, Computers & Supplies, Free Items, Furniture, Medical Equip/Supplies, Misc for Sale, Musical Instruments, Sporting Goods, Tools & Machinery**

4 Lines, 4 Weeks

2 Newspapers	\$30.00	\$2.35 each add'l line
4 Newspapers	\$45.85	\$3.40 each add'l line

Effective Ad Copy Format - Start with the item for sale and then the description. Include the condition, special features, price and contact information.

GARAGE SALES

■ **Craft Fairs/Holiday Boutiques, Estate Sales, Garage/Yard/Moving Sales**

4 Lines, 1 Week

1 Newspaper	\$23.00	\$1.30 each add'l line
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Includes placement in the "Cut It Out and Go" which is part of the listing and not optional. Effective Ad Copy Format - Start with the city. Include the address, day and time of sale, if it is a multi-family sale, directions and major items that will attract buyers.

EXTRAS

■ 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.

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**

PETS/ANIMALS

■ **Birds, Cats, Dogs, Livestock & Feed, Misc. Pets, Pet Adoptions**

4 Lines, 4 Weeks

2 Newspapers	\$30.00	\$2.35 each add'l line
4 Newspapers	\$45.85	\$3.40 each add'l line

Effective Ad Copy Format - Start with the breed and then the description. Include the gender of the pet and if it has been spayed, neutered and has shots. Include the color, price and contact information.

RECREATION

■ **Boats, Motorcycles, Motorhomes/RVs/Campers, Vacation Trailers/5th Wheels**

4 Lines, 2 Weeks

4 Lines, 4 Weeks

4 Newspapers	\$30.00	\$45.85
	\$3.40 each add'l line	\$4.45 each add'l line

Effective Ad Copy Format - Start with the year, make and model and then the description including condition, options, color, price and contact information.

TRANSPORTATION

■ **Autos for Sale, Autos Wanted, Classics/Antiques, Sport Utility Vehicles, Trucks, Vans, Auto Parts**

4 Lines, 2 Weeks

4 Lines, 4 Weeks

4 Newspapers	\$30.00	\$45.85
	\$3.40 each add'l line	\$4.45 each add'l line

Effective Ad Copy Format - Start with the year, make and model and then the description including condition, options, color, price and contact information.

CALL (951) 849-4586 OR VISIT US ONLINE AT WWW.RECORDGAZETTE.NET

POLICY

Advertising Acceptance: The publisher reserves the right to reject, cancel, revise or properly classify any advertisement at anytime without notice.

Terms of Payment: All general classified advertng charges are to be paid in advance. Credit cards, checks and cash are welcome. Advertising charges are due and payable prior to the ad publishing in the newspaper or website.

Typographical Errors: Please check your ad upon first publication. Although we make every effort to insure the accuracy of ads, the publisher assumes no financial responsibility for typographical errors or omission of copy. Advertiser and/or agency will assume all liability for all content of advertisement. 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.

ABBREVIATIONS

A		D (cont)		K		R (cont)	
Accounts Payable	AP	Develop	dev	Kitchen	kit	Receptionist	recept
Accounts Receivable	AR	Dining Room	din rm			Reconditioned	recond
Acre/Acreage	ac	Disposal	disp	L		Redecorated	redec
Advertisement (ing)	adv	Distribution	dist	License	lic	References	refs
Afternoon	pm	District	dist	Large	lg	Refrigerator	refrig
Agent/Agency	agt/agcy	Double	dbl	Living Room	liv rm	Regular	reg
Air Conditioning	AC	Downtown	dwntwn	Laundry	Lndry	Remodeled	remod
Apartment	apt	Drive	dr	Labrador/Laboratory	lab	Repossess	repo
Appointment	appt	Duplex	dup	M		Representative	rep
Approximately	approx	E	ea	Machine/Machinery	mac	Required	reqd
Assistant	asst	Each	E	Management	mgmt	Residence/Residential	res
Associate (iation)	assoc	East	EZ	Manufacturing	mfg	Road	Rd
Attached	att	Easy	elec	Market (ing)	mkt,	Room	rm
Attention	attn	Electric	encl	Market (ing)	mkt,	Route	rte
Automatic/automobile	auto	Enclosed	Eng	Mktng		S	
Avenue	ave	Engine	equip	Mechanic/Mechanical	mech	Sacrifice	sac
Average	avg	Equipment	estab	Medium/Medical	med	School	schl
B		Established	est	Merchandise	merch	Security	sec
Bathroom	ba	Estimate	eves	Mile	mi	Seniors	srs
Beautiful	beaut	Evenings	xlnt	Minimum/Minute	min	Separate	sep
Bedroom	bdrm, br	Excellent	exec	Miscellaneous	misc	Service	svc
Bookkeeper	bkkpr	Executive	exp, expd	Month	mo	Shepherd	shep
Boulevard	blvd	Experience(ed)	fac	Morning	am	Single	sgl
Breakfast	brkfst	F		Mortgage	mtg	Skilled Nursing Facility	SNF
Building	bdg	Facility	ft	N		Small	sm
Business	bus	Feet, foot	fncd	National	ntl	South	sp
C		Fenced	FP, frplc	Necessary	nec	Space	sprnktrs
Carpet	cpt	Finance	frwy	North	N	Sprinklers	Sq
Certified	cert	Fireplace	FT	Number	no	Square	st
Certified Public		Freeway	furn	O		Street/Saint	super
Accountant	CPA	Full Time	gal	On Approved Credit	O.A.C.	Superintendent	supr
Commercial	comml	Furnished	gar	Opportunity	oppty	Supervisor	supvsr
Commission	com	G		Original	orig	T	
Company	co	Gallon	govt	Ounce	oz	Technician	tech
Condition	cond	Garage	guar	P		Throughout	thruout
Condominium	condo	Government	hdwd	Package	pkg	Transfer(ed)	trans
Construction	const	Guaranteed	hwy	Part Time	PT	Transmission	trans
Conventional	conv	H		Payment	pmt	Transportation	transp
Convertible/Convenient	cnv	Hardwood	hp	Permanent	perm	Triplex	tri
Corporation	corp	Highway	hosp	Place	Pl	U	
Coupe	cpe	Horsepower	hr	Pound	lb	Unfurnished	unfurn
Couple	cpl	Hospital	hse	Power	pwr	Utilities	utils
Court	ct	Hour	hskpng	Power Brakes	PB	V	
Covered	cov'd	House	hyd	Power Steering	PS	Versus	vs
Cubic	cu	Housekeeping	immac	Prefer/Preferences	pref	Veteran/Veterinarian	vet
Cylinder	cyl	Hydraulic	I/O	Principal	princ	Vicinity	vic
D		I		Q		W	
Dealer	dtr	Immaculate	inc	Quart	qt	Wagon	wgn
Decorated	decor	Inboard/Outboard	info	Quarter	qtr	Warehouse	whse
Delivery	del	Incorporated	ins	R		Week(ly)	wkly
Department	dept	Insurance	intl	Railroad	RR	Weekdays	wkdys
Depending on Experience	doe	International		Reasonable	reas	Weekend	wknd
Deposit	dep						
Detached	det						

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 by 5:00 p.m.

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"