



Yucaipa / Calimesa  
**News Mirror**  
 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 - 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**

<b>Announcements, Personals</b>		
	<b>1-2 Weeks</b>	<b>3-4 Weeks</b>
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 (909) 797-9101 OR VISIT US ONLINE AT WWW.NEWSMIRROR.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	
Accounts Payable	AP
Accounts Receivable	AR
Acre/Acreage	ac
Advertisement (ing)	adv
Afternoon	pm
Agent/Agency	agt/agcy
Air Conditioning	AC
Apartment	apt
Appointment	appt
Approximately	approx
Assistant	asst
Associate (iation)	assoc
Attached	att
Attention	attn
Automatic/automobile	auto
Avenue	ave
Average	avg

B	
Bathroom	ba
Beautiful	beaut
Bedroom	bdrm, br
Bookkeeper	bkkpr
Boulevard	blvd
Breakfast	brkfst
Building	bldg
Business	bus

C	
Carpet	cpt
Certified	cert
Certified Public Accountant	CPA
Commercial Commission	comml com
Company	co
Condition	cond
Condominium	condo
Construction	const
Conventional	conv
Convertible/Convenient	cnv
Corporation	corp
Coupe	cpe
Couple	cpl
Court	ct
Covered	cov'd
Cubic	cu
Cylinder	cyl

D	
Dealer	dlr
Decorated	decor
Delivery	del
Department	dept
Depending on Experience	doe
Deposit	dep
Detached	det

D (cont)	
Develop	dev
Dining Room	din rm
Disposal	disp
Distribution	dist
District	dist
Double	dbl
Downtown	dwntwn
Drive	dr
Duplex	dup
E	
Each	ea
East	E
Easy	EZ
Electric	elec
Enclosed	encl
Engine	Eng
Equipment	equip
Established	estab
Estimate	est
Evenings	eves
Excellent	xlnt
Executive	exec
Experience(ed)	exp, expd

F	
Facility	fac
Feet, foot	ft
Fenced	fncd
Finance	fin
Fireplace	FP, frplc
Freeway	frwy
Full Time	FT
Furnished	furn

G	
Gallon	gal
Garage	gar
Government	govt
Guaranteed	guar

H	
Hardwood	hdwd
Highway	hwy
Horsepower	hp
Hospital	hosp
Hour	hr
House	hse
Housekeeping	hskpng
Hydraulic	hyd

I	
Immaculate	immac
Inboard/Outboard	I/O
Incorporated	Inc
Information	Info
Insurance	Ins
International	intl

## 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"

K	
Kitchen	kit

L	
License	lic
Large	lg
Living Room	liv rm
Location	loc
Laundry	Lndry
Labrador/Laboratory	lab

M	
Machine/Machinery	mac
Management	mgmt
Manufacturing	mfg
Market (ing)	mkt,
mktng	
Mechanic/Mechanical	mech
Medium/Medical	med
Merchandise	merch
Mile	mi
Minimum/Minute	min
Miscellaneous	misc
Month	mo
Morning	am
Mortgage	mtg

N	
National	ntl
Necessary	nec
North	N
Number	no

O	
On Approved Credit Opportunity	O.A.C.
Original	oppty
Ounce	oz

P	
Package	pkg
Part Time	PT
Payment	pmt
Permanent	perm
Place	Pl
Pound	lb
Power	pwr
Power Brakes	PB
Power Steering	PS
Prefer/Preferences	pref
Principal	princ
Private	priv
Professional	prof

Q	
Quart	qt
Quarter	qtr

R	
Railroad	RR
Reasonable	reas

R (cont)	
Receptionist	recept
Reconditioned	recond
Redecorated	redec
References	refs
Refrigerator	refrig
Regular	reg
Remodeled	remod
Repossess	repo
Representative	rep
Required	reqd
Residence/Residential	res
Road	Rd
Room	rm
Route	rte

S	
Sacrifice	sac
School	schl
Security	sec
Seniors	sr
Separate	sep
Service	svc
Shepherd	shep
Single	sgl
Skilled Nursing Facility	SNF
Small	sm
South	s
Space	sp
Sprinklers	sprnkls
Square	Sq
Street/Saint	st
Superintendent	super
Supervisor	sup,
supvsr	

T	
Technician	tech
Throughout	thruout
Transfer(ed)	trans
Transmission	trans
Transportation	transp
Triplex	tri

U	
Unfurnished	unfurn
Utilities	utils

V	
Versus	vs
Veteran/Veterinarian	vet
Vicinity	vic

W	
Wagon	wgn
Warehouse	whse
Week(ly)	wkly
Weekdays	wkdys
Weekend	wknd