

# Fontana Herald News

Century Group Media

## CLASSIFIED DISPLAY ADVERTISING RATES

Effective August 1, 2020

The Fontana Herald News was established in 1923 and is published each Friday. The Herald News is the leading source of local news and advertising in one of the fastest growing communities in the country.

The City of Fontana is near the Interstate 10 and 15 freeways and is only 10 minutes away from Ontario International Airport. Fontana is centrally located near mountains, beaches and several lakes and desert areas. The Fontana Speedway is located on the border of Fontana.

With its strong commitment to local news, the Fontana Herald News is the best choice for displaying your advertising message.

### 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

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



### COMBINATION RATES

The Fontana Herald News is sold in combination with other Century Group newspapers. Buy an ad in the Fontana Herald News 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
<b>Open Rate</b>				
2"-4" per week	\$9.20	\$8.35	\$7.60	\$8.40
5"-98" per week	\$6.85	\$6.15	\$5.30	\$6.05
<b>Agreement Rate</b>				
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).



CALL YOUR AD REPRESENTATIVE AT (909) 822-2231



### Publisher - Jerry Bean

16981 Foothill Blvd., Suite F (or P.O. Box 549)  
 Fontana CA 92335  
 Phone (909) 822-2231 Fax (909) 355-9358  
 Advertising e-mail: advertising@fontana Heraldnews.com  
 News e-mail: news@fontana Heraldnews.com  
 web site: www.fontana Heraldnews.com

### 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
<b>4 page tab</b>	\$40	\$37
<b>8 page tab</b>	\$43	\$40
<b>12 page tab</b>	\$45	\$42
<b>16 page tab</b>	\$47	\$44
<b>20 page tab</b>	\$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:**

**Reed Printing,**  
 Everett Cardona,  
 4071 E. GREYSTONE DRIVE,  
 ONTARIO, CA 91761 ,  
 PH: 909-947-0599

Receiving Hours: M-F, 9-5

In addition to the above information, the bill of lading and pallet flags should also include the following info:

Redlands Community News  
 Insert advertiser name:  
 Publication Date:

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

**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 newspaper 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 responsible for reproduction materials left 30 days after publication.

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

**Position requests:** A 25% premium is charged for guaranteed positions, 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 cancellation. 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"