



HIGHLAND Community News

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 - Debbie Schneider

Highland Community News
27000 Base Line St., Ste. G, Highland CA 92346
Phone (909) 862-1771 • Fax (909) 862-1787
Advertising e-mail: classifieds@highlandnews.net
website: www.highlandnews.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 (909) 862-1771 OR VISIT US ONLINE AT WWW.HIGHLANDNEWS.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)	
Accounts Payable	AP	Develop	dev
Accounts Receivable	AR	Dining Room	din rm
Acre/Acreage	ac	Disposal	disp
Advertisement (ing)	adv	Distribution	dist
Afternoon	pm	District	dist
Agent/Agency	agt/agcy	Double	dbl
Air Conditioning	AC	Downtown	dwntwn
Apartment	apt	Drive	dr
Appointment	appt	Duplex	dup
Approximately	approx	E	
Assistant	asst	Each	ea
Associate (iation)	assoc	East	E
Attached	att	Easy	EZ
Attention	attn	Electric	elec
Automatic/automobile	auto	Enclosed	encl
Avenue	ave	Engine	Eng
Average	avg	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
		Court	ct
		Covered	cov'd
		Cubic	cu
		Cylinder	cyl
		I	
		Immaculate	immac
		Inboard/Outboard	I/O
		Incorporated	Inc
		Information	Info
		Insurance	Ins
		International	intl
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	comml		
Commission	com		
Company	co		
Condition	cond		
Condominium	condo		
Construction	const		
Conventional	conv		
Convertible/Convenient	cnv		
Corporation	corp		
Coupe	cpe		
Couple	cpl		
Covered	cov'd		
Cubic	cu		
Cylinder	cyl		
D			
Dealer	dlr		
Decorated	decor		
Delivery	del		
Department	dept		
Depending on Experience	doe		
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"
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	O.A.C.	
Opportunity	oppty	
Original	orig	
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	sprnktrs	
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	