



HIGHLAND Community News

Century Group Media

CLASSIFIED ADVERTISING GENERAL RATE CARD

Effective August 1, 2020

Century Group Media expands the reach of your classified print ad with placement online on all five newspaper websites

Century Group MEDIA

Publisher - Jerry Bean
Classified Sales - Connie Mendoza

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 |
| 5 Newspapers | \$8.88/Line | \$8.19/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 |
| 5 Newspapers | \$57.31 | \$4.25 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 |
|-------------|---------|------------------------|

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 Media 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 five newspapers within Century Group Media, based on the specific category or classification. These combinations include:

- Fontana Herald News
- Highland Community News
- Record Gazette, Banning/Beaumont
- Redlands Community News
- Yucaipa/Calimesa News Mirror

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 |
| 5 Newspapers | \$57.31 | \$4.25 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

| | | |
|--------------|------------------------|------------------------|
| 5 Newspapers | \$37.50 | \$57.31 |
| | \$4.25 each add'l line | \$5.56 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

| | | |
|--------------|------------------------|------------------------|
| 5 Newspapers | \$37.50 | \$57.31 |
| | \$4.25 each add'l line | \$5.56 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 |
| | | 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 | | R (cont) | |
|---------|-----|--------------------------|---------|
| Kitchen | kit | 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 | shp |
| | | 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 | wrhse |
| | | Week(ly) | wkly |
| | | Weekdays | wklys |
| | | Weekend | wknd |
| | | | |
| | | 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, |
| | | mktnng | |
| | | 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 |