



REDLANDS 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 - Debbie Schneider

Redlands Community News
296 Tennessee St., Redlands, CA 92373
P.O. Box 9360, Redlands, CA 92375
Phone (909) 335-6100 • Fax (909) 335-6109
Advertising e-mail: classifieds@redlandscommunitynews.com
website: www.redlandscommunitynews.com

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
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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 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) 335-6100 OR VISIT US ONLINE AT WWW.REDLANDSCOMMUNITYNEWS.COM

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 adverting 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	dwntrwn
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
B		Established	estab
Bathroom	ba	Estimate	est
Beautiful	beaut	Evenings	eves
Bedroom	bdrm, br	Excellent	xlnt
Bookkeeper	bkkpr	Executive	exec
Boulevard	blvd	Experience(ed)	exp, expd
Breakfast	brkfst	F	
Building	bdg	Facility	fac
Business	bus	Feet, foot	ft
C		Fenced	fncl
Carpet	cpt	Finance	fin
Certified	cert	Fireplace	FP, firplc
Certified Public		Freeway	frwy
Accountant	CPA	Full Time	FT
Commercial	comml	Furnished	furn
Commission	com	G	
Company	co	Gallon	gal
Condition	cond	Garage	gar
Condominium	condo	Government	govt
Construction	const	Guaranteed	guar
Conventional	conv	H	
Convertible/Convenient	cnv	Hardwood	hdwd
Corporation	corp	Highway	hwy
Coupe	cpe	Horsepower	hp
Couple	cpl	Hospital	hosp
Court	ct	Hour	hr
Covered	cov'd	House	hse
Cubic	cu	Housekeeping	hskpng
Cylinder	cyl	Hydraulic	hyd
D		I	
Dealer	dlr	Immaculate	immac
Decorated	decor	Inboard/Outboard	I/O
Delivery	del	Incorporated	Inc
Department	dept	Information	Info
Depending on Experience	doe	Insurance	Ins
Deposit	dep	International	intl
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		R (cont)	
Kitchen	kit	Receptionist	recept
L		Reconditioned	recond
License	lic	Redecorated	redec
Large	lg	References	refs
Living Room	liv rm	Refrigerator	refrig
Location	loc	Regular	reg
Laundry	Lndry	Remodeled	remod
Labrador/Laboratory	lab	Repossess	repo
M		Representative	rep
Machine/Machinery	mac	Required	reqd
Management	mgmt	Residence/Residential	res
Manufacturing	mfg	Road	Rd
Market (ing)	mkt,	Room	rm
mktng		Route	rte
Mechanic/Mechanical	mech	S	
Medium/Medical	med	Sacrifice	sac
Merchandise	merch	School	schl
Mile	mi	Security	sec
Minimum/Minute	min	Seniors	srs
Miscellaneous	misc	Separate	sep
Month	mo	Service	svc
Morning	am	Shepherd	shep
Mortgage	mtg	Single	sgl
N		Skilled Nursing Facility	SNF
National	ntl	Small	sm
Necessary	nec	South	S
North	N	Space	sp
Number	no	Sprinklers	sprnkls
O		Square	Sq
On Approved Credit	O.A.C.	Street/Saint	st
Opportunity	oppty	Superintendent	super
Original	orig	Supervisor	supv
Ounce	oz	T	
P		Technician	tech
Package	pkg	Throughout	thruout
Part Time	PT	Transfer(ed)	trans
Payment	pmt	Transmission	trans
Permanent	perm	Transportation	transp
Place	Pl	Triplex	tri
Pound	lb	U	
Power	pwr	Unfurnished	unfurn
Power Brakes	PB	Utilities	utils
Power Steering	PS	V	
Prefer/Preferences	pref	Versus	vs
Principal	princ	Veteran/Veterinarian	vet
Private	priv	Vicinity	vic
Professional	prof	W	
Q		Wagon	wgn
Quart	qt	Warehouse	whse
Quarter	qtr	Week(ly)	wkly
R		Weekdays	wkdys
Railroad	RR	Weekend	wknd
Reasonable	reas		