

Display Advertising Rate Structure

effective Feb. 1, 2017

- **QUALITY READERS**
- **TARGETED REACH**
- **IMMEDIATE & LOCAL**
- **CREDIBLE JOURNALISM**
- **FLEXIBLE AD PLANNING**
- **VALUED AD RELATIONSHIPS**
- **SELECTIVE VERSUS INTRUSIVE**
- **EMOTIONAL EDITORIAL IMPACT**

Local Display Rates

Per column inch	\$8.00
1/16 page	\$63.00
1/8 page	\$126.00
1/4 page	\$252.00
1/2 page	\$504.00
Full page	\$907.20
2" x 2 column	\$32.00
3" x 2 column	\$48.00
Add color per column inch	\$6.00
\$48 min. charge, \$180 max. charge	
Position charge	20%
Non-profit & church discount	20%
Volume Discount Rates	13 wks=10% off
	26 wks=\$15 off
	52 weeks=20% off

All advertisements are accepted for run of paper placement, but every effort is made to meet advertiser requests for position. If position is conditional it is a 20% charge.

Business Directory

Per Week:	1.646 wide x 2.75 tall
1 card	\$14.50
2 cards	\$29.00
3 month minimum - paid in advance - one copy change per month - no additional discounts	

Insertions

Pre-Printed Inserts	\$180.00
Finished size must be less than 11.25" x 11.25".	
Advertiser will provide 2,500 copies before Friday noon deadline.	

Advertising Formats

Display - camera ready saved as .pdf @ 300 dpi
All photographs 300 dpi as .tiff or .jpg

DEADLINES:

Display Advertising:
5 pm FRIDAY

Classified Advertising:
5 pm FRIDAY

Special Graphics & Banner Ads:
5 pm WEDNESDAY

Inches	Columns					
	1 (1.646")	2 (3.417")	3 (5.188")	4 (6.959")	5 (8.730")	6 (10.5")
1	8.00	16.00	24.00	32.00	40.00	48.00
	56.00	64.00	72.00	80.00	88.00	96.00
2	16.00	32.00	48.00	64.00	80.00	96.00
	64.00	80.00	96.00	112.00	140.00	168.00
3	24.00	48.00	72.00	96.00	120.00	144.00
	72.00	96.00	126.00	168.00	210.00	252.00
4	32.00	64.00	96.00	128.00	160.00	192.00
	80.00	112.00	168.00	224.00	280.00	336.00
5	40.00	80.00	120.00	160.00	200.00	240.00
	88.00	140.00	210.00	280.00	350.00	420.00
6	48.00	96.00	144.00	192.00	240.00	288.00
	96.00	168.00	252.00	336.00	420.00	468.00
7	56.00	112.00	168.00	224.00	280.00	336.00
	104.00	196.00	294.00	392.00	460.00	516.00
8	64.00	128.00	192.00	256.00	320.00	384.00
	112.00	224.00	336.00	436.00	500.00	564.00
9	72.00	144.00	216.00	288.00	360.00	432.00
	126.00	252.00	378.00	468.00	540.00	612.00
10	80.00	160.00	240.00	320.00	400.00	480.00
	140.00	280.00	420.00	500.00	580.00	660.00
11	88.00	176.00	264.00	352.00	440.00	528.00
	154.00	308.00	444.00	532.00	620.00	708.00
12	96.00	192.00	288.00	384.00	480.00	576.00
	168.00	336.00	468.00	564.00	660.00	756.00
13	104.00	208.00	312.00	416.00	520.00	624.00
	182.00	364.00	492.00	596.00	700.00	804.00
14	112.00	224.00	336.00	448.00	560.00	672.00
	196.00	392.00	516.00	628.00	740.00	852.00
15	120.00	240.00	360.00	480.00	600.00	720.00
	210.00	420.00	540.00	660.00	780.00	900.00
16	128.00	256.00	384.00	512.00	640.00	768.00
	224.00	436.00	564.00	692.00	820.00	948.00
17	136.00	272.00	408.00	544.00	680.00	816.00
	238.00	452.00	588.00	724.00	860.00	996.00
18	144.00	288.00	432.00	576.00	720.00	864.00
	252.00	468.00	612.00	756.00	900.00	1,044.00
19	152.00	304.00	456.00	608.00	760.00	912.00
	266.00	484.00	636.00	788.00	940.00	1,092.00
20	160.00	320.00	480.00	640.00	800.00	960.00
	280.00	500.00	660.00	820.00	980.00	1,140.00
21	168.00	336.00	504.00	672.00	840.00	1,008.00
	294.00	516.00	684.00	852.00	1,020.00	1,188.00

Black prices = black & white - Red prices = color

The INDEPENDENT

Serving Chewelah and Stevens County since 1903

*Stevens County's
Oldest, Locally-Owned
Newspaper*

Geographically Targeted Weekly

The publication that partners with online advertising to bring the best in advertising opportunities to local businesses and services.

Well-Planned Sections and Feature Stories

Reach more than 5,750* readers each Thursday with the best local information about where to shop, where to buy, what to do and who is doing it. Your ad will reach its full potential in print supported by online banner advertising!

*based on statewide readership surveys showing 2.3 people read each copy of community newspapers

**The ONLY source for REAL Chewelah news,
sports, locals, events and community information**

ADVERTISING SPECIFICATIONS

Full page dimensions:
10.5" wide x 21" deep
Gutter: .125"
Number of columns: 6

1 col. = 1.646 in. 4 col. = 6.959"
2 col. = 3.417" 5 col. = 8.730"
3 col. = 5.188" 6 col. = 10.5"

complete specifications:
www.chewelahindependent.com

Color Website Banner Rates

Per week each placement:

HOME TOP banner	\$20.00
HOME BOTTOM zone	\$12.00
RIGHT sidebar	\$6.00
FOOTER	\$8.00
Slide show add	\$10.00
Keyword placement	add 10%
- all ads linked to your URL - Basic size digital banner ads created for FREE - Custom sizes available.	

DISTRIBUTION AREA

Chewelah	Marcus
Blue Creek	Springdale
Addy	Loon Lake
Arden	Waitts Lake
Colville	Valley
Kettle Falls	Clayton

Advertising Information

- Insertions: \$180 - deadline Friday previous to run.
- Political Advertising - charged open rate - payable upon insertion - must comply with Federal and State laws and clearly identify who paid for the ad.
- Cancellation charge 50% after deadline. No cancellations accepted the day prior to publication.
- The publisher shall not be liable for errors in advertisements beyond the actual space paid. No liability for non-insertions of any advertisement. Liability is limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisements.
- Not responsible for the return of advertising materials.
- Publisher reserves the right to refuse any advertisement or preprinted insert
- The Publisher reserves the right to change advertising rates as necessary. Publisher will give written notice 30 days prior to increase.



The legal newspaper
for
Stevens County,
City of Chewelah,
Town of Springdale

Classified Rates

First 20 words	\$6.00
After 20 words (per word)	\$0.10
Two weeks paid	3rd wk free

Designs? Ideas? Photos?
Logos? Questions?
Ask our
Advertising Specialist!

509-935-8422

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www.chewelahindependent.com