

The Daily
Courier

Prescott News Network

PRESCOTT VALLEY
TRIBUNE

CHINO VALLEY
REVIEW

dCourier.com

928MEDIA

Courier Cares

2025 Print & Digital Marketing Rates

Business is the
marketplace of ideas.

— Mark Cuban

Serving the Prescott area with local news and advertising since 1958

Welcome to



PRESCOTT VALLEY
TRIBUNE
 CHINO VALLEY
REVIEW
dCourier.com
928media.
Courier Cares

The Daily Courier

Daily

10,500
PAID SUBSCRIPTION

PRESCOTT VALLEY
TRIBUNE

Weekly

15,560 WEDNESDAY
FREE DELIVERY

CHINO VALLEY
REVIEW

Weekly

6,560 WEDNESDAY
FREE DELIVERY

SHOP Smart
SHOPPER

Weekly

74,700 MAIL/DELIVERY
SUBSCRIPTION
& DELIVERY



Website

600,000 MONTHLY
PAGE VIEWS
PAID SUBSCRIPTION
SITE

928media.

Digital

DIGITAL AGENCY
SERVING NORTHERN
ARIZONA



Philanthropic

SUPPORTING LOCAL CAUSES
IN OUR COMMUNITY

Prescott News Network is a locally owned and operated family media company. The Daily Courier has been in business since 1882. Reaching almost 100,000 households weekly PNN is the most trusted and strongest media brand in the market. We offer complete media solutions with our print and digital platforms. With over 15 specialty publications a year we hit both traditional and niche markets. Our digital agency does everything from building websites to advanced targeted digital campaigns. Regardless of your marketing goals PNN has the tools and platforms to help you find success. We have an award winning graphics team capable of building agency style campaigns, and we look forward to partnering with you.

Personnel

Publisher	Megan Smith
Editorial	Tim Wiederanders
Circulation Manager	Daniel Coolbaugh
Financial Manager	Samantha Coolbaugh
Advertising Manager	Veronica Shea
Graphics Coordinator	Rhonda Pearson

Business Office:
 PO Box 26564
 Prescott Valley, Arizona 86312

8307 E. Highway 69 Suite B
 Prescott Valley, Arizona 86314

03



Open & Agency

(commissionable)

Tuesday-Thursday.....\$32.29 per column inch

Friday & Sunday.....\$35.33 per column inch

Guaranteed Color Rate\$399.00

Retail Annual Bulk Rate Contract

(non-commissionable & any day availability)
 50% Discount off any 7 day consecutive publishing day run
 25% Discount off any 3 day consecutive publishing day run

Commitment Col"	Rate
130-258.....	\$29.05
259-516.....	\$28.08
517-903.....	\$27.44
904-1,677.....	\$26.46
1,678-2,580.....	\$25.81
2,581-3,354.....	\$24.85
3,355-5,031.....	\$24.21
5,032-6,708.....	\$23.25
6,709-10,062.....	\$22.61

Business Card Size

26x commitment.....\$72 per ad
 52x commitment.....\$64 per ad

Non-Profit Rates

Color \$199 Weekday subject to availability
 Sixteenth.....\$147
 Eighth.....\$275
 Quarter.....\$577
 Half.....\$1,153
 Full.....\$2,361

Standard Size Agreements

Ad Size	13x	26x	52x
Sixteenth(8col")	\$152 Per Ad	\$144 Per Ad	\$136 Per Ad
Eighth(15col")	\$285 Per Ad	\$270 Per Ad	\$255 Per Ad
Quarter(31.5col")	\$567 Per Ad	\$536 Per Ad	\$504 Per Ad
Half(63col")	\$1,134 Per Ad	\$1,071 Per Ad	\$1,008 Per Ad
Full(129col")	\$2,322 Per Ad	\$2,193 Per Ad	\$2,064 Per Ad

Color \$199 per ad subject to availability
 Additional ads within the same week 35% discount off rate
 Available publishing days: Tuesday-Thursday

Event Promotion-
 Contact us at advertising@prescottaz.com for
 current event promotion packages

Front Page Sticky Notes
 3"x3" Full Process Color
 Contact us today for current rates

Open & Agency

(commissionable)

Wednesday.....\$22.13 per column inch

- Guaranteed Color Rate\$360.00 per ad
- Non-Profit Rate\$12.88 per column inch
- Pick up rate\$11.56 per column inch
- Combo Rate (includes both PVT & CVR\$18.18 per column inch

Retail Annual Bulk Rate Contract Agreements

(non-commissionable & any day availability)

Commitment	Rate
130-258.....	\$20.09
259-516.....	\$19.24
517-903.....	\$18.79
904-1,677.....	\$18.14
1,678-2,580.....	\$17.69
2,581-3,354.....	\$17.04
3,355-5,031.....	\$16.59
5,032-6,708.....	\$15.93
6,709-10,062.....	\$15.48

Business Card Size
 26x commitment.....\$64 per ad
 52x commitment.....\$52 per ad

Quarter Page Color Special
 Limited to max 4 per week. All ads appear on same page.

\$299 per week

Standard Size Agreements

Ad Size	13x	26x	52x
Sixteenth(8col")	\$128 Per Ad	\$120 Per Ad	\$112 Per Ad
Eighth(15col")	\$240 Per Ad	\$225 Per Ad	\$210 Per Ad
Quarter(31.5col")	\$504 Per Ad	\$441 Per Ad	\$378 Per Ad
Half(63col")	\$945 Per Ad	\$882 Per Ad	\$819 Per Ad
Full(129col")	\$1,935 Per Ad	\$1806 Per Ad	\$1,677 Per Ad

Color \$199 per ad subject to availability

05



Open & Agency

(commissionable)

Wednesday.....\$16.14 per column inch

- Guaranteed Color Rate\$200.00 per ad
- Non-Profit Rate.....\$9.37 per column inch
- Pick up rate\$6.82 per column inch
- Combo Rate (includes both PVT & CVR\$18.18 per column inch

Retail Annual Bulk Rate Contract Agreements

(non-commissionable & any day availability)

Commitment	Rate
130-258.....	\$14.52
259-516.....	\$14.04
517-903.....	\$13.71
904-1,677.....	\$13.24
1,678-2,580.....	\$12.91
2,581-3,354	\$12.43
3,355-5,031.....	\$12.10
5,032-6,708.....	\$11.62
6,709-10,062.....	\$11.30

Business Card Size

26x commitment.....\$48 per ad
 52x commitment.....\$36 per ad

Quarter Page Color Special

Limited to max 4 per week. All ads appear on same page in full color

\$275 per week

Standard Size Agreements

Ad Size	13x	26x	52x
Sixteenth(8col")	\$104 Per Ad	\$96 Per Ad	\$88 Per Ad
Eighth(15col")	\$195 Per Ad	\$180 Per Ad	\$165 Per Ad
Quarter(31.5col")	\$378 Per Ad	\$378 Per Ad	\$315 Per Ad
Half(63col")	\$756 Per Ad	\$693 Per Ad	\$630 Per Ad
Full(129col")	\$1,548 Per Ad	\$1,419 Per Ad	\$1,290 Per Ad

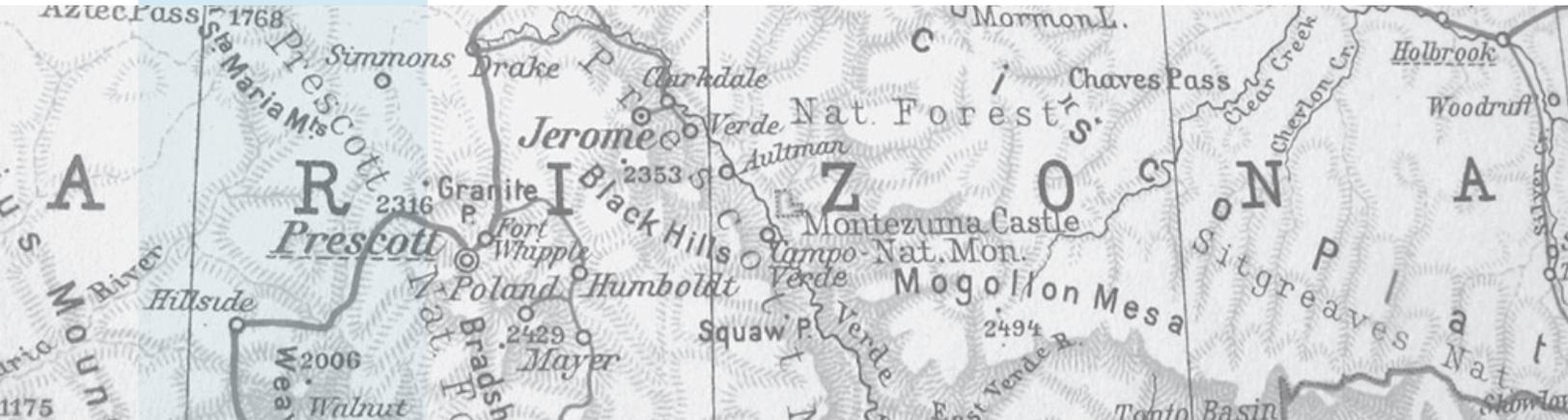
Color \$149 per ad subject to availability

TOTAL MARKET REACH

UTILIZING THE DAILY COURIER, PRESCOTT VALLEY TRIBUNE & CHINO VALLEY REVIEW ALLOWS YOU TO REACH UP TO 31,500 HOUSEHOLDS ACROSS THE QUAD CITIES. COMBINE THAT PRINT REACH WITH DIGITAL AND YOU CAN REACH MORE THAN 70,000 HOUSEHOLDS AND 100,000 LOCAL READERS.

Includes publication in the Prescott Daily Courier, Prescott Valley Tribune, Chino Valley Review and one month on dCourier.com (50k impressions, Medium Rectangle.) All pricing is per ad and applicable taxes apply.

Sixteenth(8col")	\$461	Color + \$297 Subject to availability
Eighth(15col")	\$755	Color + \$297 Subject to availability
Quarter(31.5col")	\$1322	Color + \$297 Subject to availability
Half(63col")	\$2582	Color Included
Full(129col")	\$5156	Color Included





SMART SHOPPER

The Smart Shopper is delivered on Wednesdays to over 54,000 households across the Quad Cities. Containing the local grocery inserts for the week makes Smart Shopper a sought after publication in the marketplace.

RATES

Ad Size	Open	6x	12x	26x	40x
Front Cover	\$2145	\$1787	\$1611	\$1485	\$1375
Back Cover	\$1776	\$1616	\$1496	\$1381	\$1266
Inside Front/Back	\$1622	\$1468	\$1325	\$1155	\$1045
Full Page	\$1540	\$1375	\$1155	\$1045	\$875
Half Page	\$979	\$770	\$688	\$633	\$545
Quarter Page	\$715	\$468	\$411	\$385	\$330
Eighth Page	\$385	\$325	\$248	\$215	\$165

DIMENSIONS

Front Cover.....	10"x8.75"
Back Cover.....	10"x10.25
Full Page.....	10"x10.25"
Half Page Horizontal.....	10"x5"
Half Page Vertical.....	4.95"x10.25"
Quarter Page.....	4.95"x5"
Eighth Page.....	5"x2.24"

INSERTS

Inserts can be zoned in select zip codes in the Smart Shopper publication for an additional \$35 per thousand premium

DCOURIER.COM



DCOURIER.COM PAGE VIEWS

dCourier.com is Northern Arizona’s most viewed website. With an average of 600,000 page views per month it is the Quad Cities choice for local, late breaking news and event coverage. It is a subscription based website boasting over 71,000 readers

RATES

Present Monthly Package includes 50,000 impressions

\$600

Competitive Monthly Package includes 75,000 impressions

\$750

Dominant Monthly Package includes 100,000 impressions

\$900

All Pricing is monthly and requires pre-payment unless credit is previously established Accepted formats are gif, jpg, 3rd party

Max File Size 100 KB
Material Deadlines:
one week prior to launch

GENERAL TERMS:

Prescott Newspapers reserves the right to refuse, cancel or withhold publication of any advertisement that does not conform to the policies or is not in the best interest of the newspaper. All advertising must be in good taste to form, subject matter, wording and illustration. Advertising that is patently offensive, misleading or detrimental to the community is subject to rejection, cancellation or revision. We reserve the right to edit and properly classify all advertising.

The word "Advertisement" will be placed on all display advertising that attempts to simulate editorial copy.

Brokered advertising is not acceptable except in joint promotions in which the newspaper is a participant. Broker fees and cash discounts are not available.

Advertiser is subject to a satisfactory credit check or prepayment will be required. Credit approved contract and non-contract billed advertising is net 10 days.

Proofs will be provided for any display advertising in retail or classified display in electronic form. The newspaper will make every effort to follow up with corrections, however it is the responsibility of the advertiser to submit corrections/revisions, e-mail, or phone within the allowable time. Advertising Services (928) 776-8122. Prescott Newspapers, Inc. is not liable for errors incurred.

POLITICAL ADVERTISING

State statutes define a political advertisement as an expression via any mass media except the spoken word in direct conversation, which seeks to further the candidacy of any person for public office or influence legislative action.

- All political advertising must be pre-paid
- The advertisement must be placed by an authorized adult and signed by that individual.
- If it is published by a committee or club, it must be signed by the chairman and/or secretary-treasurer of the committee or club.
- If the material is in a pre-printed form, it must show the name of the sponsor and be properly labeled, "Paid Political Advertisement".
- All political advertising appearing in newspapers must be labeled "Paid for by _____ (politician) or committee _____ (president)

Proofs are available electronically when copy is submitted by normal deadlines.

Tearsheets are available electronically. Please contact your account representative for setup.

GENERAL TERMS:

All advertisements are subject to city tax.

All rates are net except as designated commissionable.

Color Subject to Availability- If color is not available then the advertisement will run on scheduled date in black & white. Advertiser will not be charged for color. In the case of pre-payment for color a credit will be placed on the account.

Ad changes or cancellations can be made at no charge when conforming with published deadlines. Ads cancelled after published deadlines are subject to a charge equal to 50% of ad cost.

MECHANICAL SPECIFICATIONS:

BROADSHEET

Full page Size = 6 col x 21.125"

1 column = 1.5556"	2 column = 3.2222"
3 column = 4.8889"	4 column = 6.5556"
5 column = 8.2222"	6 column = 9.8889"

Gutter = .1111"

Double Truck = 13 columns x 21.125"

Width including gutter - 20.875"0

MAGAZINE

Full page: 7.25"w x 9.25"h (no bleed); 8.5"w x 11"h (with bleed: safe text/image area 7.25"w x 9.25"h; trim-off 8"w x 10.375"h)

Halfpg Horizontal: 7.25"w x 4.5"h

Half pg Vertical: 3.55"w x 9.25"h

Quarter pg: 3.55"w x 4.5"h

TABLOID

Full page COVER: 10"w x 8.75"h Full page: 10"w X 10.25" h

1/8 pg vertical: 2.38"w x 4.94"h 1/8 pg horiz: 4.95"w x 2.5"h

Halfpg Horizontal: 10"w X 5"h Half pg Vertical: 4.95"w x 10.25"h

Quarter pg: 4.95"w x 5"h

All ads must be built in CYMK

No built black accepted



DAILY COURIER

Publishing Day	Deadline
Tuesday.....	Friday Noon
Wednesday.....	Friday
Thursday.....	Monday
Friday.....	Tuesday
Sunday.....	Wednesday

PRESCOTT VALLEY TRIBUNE

Publishing Day	Deadline
Wednesday.....	Wednesday (One week prior)

CHINO VALLEY REVIEW

Publishing Day	Deadline
Wednesday.....	Wednesday (One week prior)

SMART SHOPPER

Publishing Day	Deadline
Wednesday.....	Monday (1.5 weeks prior)

Observed holidays may impact regular deadlines. Call the Advertising department at 928.776.8122 for holiday deadlines. All deadlines are 4:00 pm unless otherwise stated.

SPECIALTY PUBLICATIONS

Specialty publications are an excellent way to increase brand awareness, target new customers & support local events.

Specialty publications are inserted into our daily and weekly papers increasing exposure. Many of the sections support local events and organizations.

Call the advertising department today for a complete list of all specialty products and rates.

MONTHLY CALENDAR

March- Health Care Focus

April- Home & Garden

May- Graduation

June- My Hometown Prescott

June- Rodeo

July- Readers Choice

September- Home Improvement

October- Pink/Cancer Awareness

October- Health Care Focus

November- Veterans Section

November- Holiday Gift Guide

November- Small Business Saturday

ANNUAL READERS' CHOICE CONTEST & EVENT

READERS VOTE ON THE BEST OF THE BEST
IN 12 CATEGORIES INCLUDING:

FOOD AND DINING
LOCAL SHOPPING
ARTS & ENTERTAINMENT
AUTOMOTIVE & RV
JUST FOR KIDS
PROFESSIONAL SERVICES
RECREATION
HEALTH & WELLNESS
HOME & GARDEN
PETS
BARS & NIGHTLIFE

A four week nomination period kicks off in the spring each year, followed by a six week voting period in which readers can vote up to one time per day. Over 40,000 votes have been cast each year for local businesses

Winners are announced in print and online and then celebrated with an annual event in July

For more information on the contest please call the advertising department at 928.776.8122 or visit dailycourierchoice.com

Pre Printed Insert rates

	Base Annual	12x Annual	24x Annual	48x Annual
Single Sheet 8.5x11	\$55.60	\$52.55	\$52.08	\$50.61
4 Tab/8 Flexie	\$55.60	\$52.55	\$52.08	\$50.61
4 Std/8 Tab/ 16 Flexie	\$58.01	\$54.90	\$55.44	\$51.77
6 Std/12Tab/24 Flexie	\$63.00	\$59.64	\$60.06	\$57.28
8 Std/16 Tab/32 Flexie	\$65.48	\$61.95	\$62.37	\$59.48
10 Std/20 Tab/40 Flexie	\$72.77	\$69.09	\$69.35	\$66.10
12 Std/24 Tab/48 Flexie	\$75.23	\$71.45	\$72.19	\$68.88
14 Std/ 28 Tab/56Flexi	\$75.23	\$71.45	\$78.59	\$68.88
16 Std/32 Tab/64 Flexie	\$85.10	\$80.95	\$80.90	\$77.23
18 Std/36 Tab/72 Flexie	\$92.50	\$87.99	\$86.78	\$83.90
20 Std/40 Tab/80 Flexie	\$94.92	\$90.39	\$90.20	\$86.10

TERMS AND CONDITIONS

70# minimum weight is required on all inserts or a premium of \$20 per thousand may be charged.

Maximum width/depth of insert: 13"x13"

Preferred packing method: Bundled Skids

Maximum skid dimension: 4'x4'

Inserts per turn: 100

Height of each turn: 24"

Specialty insert pricing available upon request. Includes 1/2 wrap, Flexi Coupon Books, Envelope, Paper Bag, Second/Same Publications/ Same Day, Sample Pack, Sample Bag, Poly Ad Bag, Poly Coupon Bag

DEADLINE AND DELIVERY ADDRESS

Pre-prints must be delivered at least 7 days prior to insertion date to:

Prescott Newspapers Print Facility

8249 E. State Route 69, Prescott Valley, AZ 86314

Phone: (928) 775-3804

Receiving Hours: Monday – Friday, 7 AM to 4:30 PM.

Saturday, call to make an appointment.

Observed Holidays may impact deadlines.

Printed Flyers

DELIVERY OPTIONS:

Continuous drops must be distributed within 30 days. Prescott Valley Print Facility will not hold remaining inserts for more than 30 days after initial publish date. Inserts can be picked up by client and returned for additional insertions.

INSERTION: Available into the Daily Courier on Wednesday, Friday and Sunday. Also available in the Chino Valley Review and Prescott Valley Tribune on Wednesdays. No Zoning- Full run on all publications required.

PAPER:

60lb Gloss.

INKS:

Heatset full color on both sides.

MATERIAL DEADLINE: Artwork due Friday, 17 days prior to publication.

DESIGN:

Our award-winning staff designers will create artwork for you.

MECHANICAL REQUIREMENTS:

133-line screen, PDF format.

PRINTED FLYER PRICING

8.5"x11" Full Color both sides CPM..... \$109

11x17" Full Double size (4 page) CPM.....\$166

Custom Print quotes available upon request.

All prices subject to city sales tax

Public Notice Rates

One Insertion Prescott Daily Courier.....	\$17.79
Multiple Insertion Prescott Daily Courier.....	\$15.95
Articles of Incorporation	\$14.64
Non-Profit	\$11.90
Prescott Valley Tribune	\$14.00
Chino Valley Review	\$8.61

Submission Deadline: 5 days advance of the Publish Date.

PROOF OF PUBLICATION AFFIDAVIT

First copy included in rate. Additional copies: \$25 each.