

2026 Advertising Rates

ADVERTISING DEADLINES

TODAY'S NEWS-HERALD	COPY DEADLINE
Sunday	Thursday @ noon
Monday	Friday @ 11am
Tuesday	Friday @ noon
Wednesday	Monday @ 11am
Thursday	Tuesday @ noon
Friday	Wednesday @ 11am
Saturday	Thursday @ 11am

Havasu Home Hunter

1st Friday of the month
2nd Friday @ 4pm

Parker Pioneer

Wednesday Thursday @ 4pm

Smart Buyer

Every Wednesday Thursday Prior

SAU MECHANICAL INFORMATION

Columns per page	6
Inches to one column	21
Inches to page	126
Column width	1.569"
Page size	10.25x21"
Double page size	21.625x21"

COLUMN WIDTH

Column	Inches
1 column	1.569"
2 columns	3.305"
3 columns	5.041"
4 columns	6.778"
5 columns	8.514"
6 columns	10.25"
13 columns	21.625"

SPECIAL RATES

Open Rate

Local \$26.91 pci
National \$31.66 pci

Color Rates

Full color \$3.79 pci
Spot color \$1.97 pci

Stand-By Color

Full color stand-by
\$1.75 pci

Legal Advertising

\$9.77 pci

Church, Charity

\$10 pci

Church Directory

Every Friday
\$3 per week up to 8 lines,
additional lines \$1 per week

Church Page Sponsor

Every Friday
\$7 pci per week with
minimum six month
agreement

Obituary Ads

Up to 275 words \$135
276-350 words \$175

In Memoriam

Private party only
Today's News-Herald
\$13 pci
Parker Pioneer \$6 pci

Business Directory

Every publication day
1 col x 2" \$342
2 col x 2" \$570
3 col x 2" \$769

Post-It Ads

2 col x 1.5 in full color \$125

Front Page Strip

Per issue, run in full color
(6 col x 1.5")

One time rate \$275
6x rate \$250 / 13x rate \$240
26x rate \$230 / 52x rate \$200

Week Combo

Buy 2 Digital Days Get 2
Free (within 7 day period)

Buy 3 Print Days Get the

4 additional Digital Days
Free (must run 7 consecutive
days)

Home Hunter ROP Pickups

Friday or Saturday, black &
white in Classified Section
Full page \$125 / Half page
\$75

Saturday only, full color
Full page \$229 / Half page
\$175

Half page Sunday or any
other day, black & white only
Full page \$150 / Half page
\$99

Remnant or Stand-By

Must be camera-ready
or existing ad, available
to run ROP or publisher's
discretion, no date or page
request accepted

Half page (6 col x 10.5" or
3 col x 21") \$450
Quarter page (3 col x 10.5")
\$275

Parker Pioneer

Half page (6 col x 10.5" or
3 col x 21") \$175

Quarter page (3 col x 10.5")
\$99

To Your Health

2 col x 2" \$50 per week
2 col x 3" \$75 per week
2 col x 4" \$100 per week

Sticker Notes

Black & white, per thousand
Preprinted \$94
TNH Prints \$122

Coupon Page

Full color
3 col x 2" \$300 per month
with three month contract

Lunch Deal of the Day

Full color, page two
positioning
1 col x 3" \$60

Service Industry Ads

Hourly service industry jobs,
hourly rate must be included
in the ad (1 col x 2")
30 day online \$50, 20 day
print \$150 - \$200 total

Premium Position Upgrade

25% above rate card rate

Cash Discount

A 5% discount will
be allowed for any
advertisement paid in
advance of publication date,
if there is no existing past-
due balance.

SPECIAL DAYS / FEATURES

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Online	Online	Print Food Health	Online	Print Entertainment Real Estate	Print	Online

TODAY'S NEWS-HERALD

Black & White Ad Rates	Open Rate	13 Weeks	26 Weeks	52 Weeks
Full page - 6col x 21"	\$3,390.66	\$2,543.00	\$2,034.40	\$1,695.33
Half page - 6col x 10.5"	\$1,695.33	\$1,271.50	\$1,017.20	\$847.67
Quarter page - 3col x 10.5"	\$847.67	\$635.75	\$508.60	\$423.83
Eighth page - 3col x 5.25"	\$423.83	\$317.87	\$254.30	\$211.92
Sixteenth page - 2col x 4"	\$215.28	\$161.46	\$129.17	\$107.64
Business Card - 2col x 2"	\$107.64	\$80.73	\$64.58	\$53.82

Full Color Ad Rates

Full Color Ad Rates	Open Rate	13 Weeks	26 Weeks	52 Weeks
Full page - 6col x 21"	\$3,868.20	\$2,901.15	\$2,320.92	\$1,934.10
Half page - 6col x 10.5"	\$1,934.10	\$1,450.58	\$1,160.46	\$967.05
Quarter page - 3col x 10.5"	\$967.05	\$725.29	\$580.23	\$483.53
Eighth page - 3col x 5.25"	\$483.53	\$362.64	\$290.12	\$241.76
Sixteenth page - 2col x 4"	\$245.60	\$184.20	\$147.36	\$122.80
Business Card - 2col x 2"	\$122.80	\$92.10	\$73.68	\$61.40

PARKER PIONEER

Black & White Ad Rates	Open Rate	13 Weeks	26 Weeks	52 Weeks
Full page - 6col x 21"	\$1,731.24	\$1,298.43	\$1,038.74	\$865.62
Half page - 6col x 10.5"	\$865.62	\$649.22	\$519.37	\$432.81
Quarter page - 3col x 10.5"	\$432.81	\$324.61	\$259.69	\$216.41
Eighth page - 3col x 5.25"	\$216.41	\$162.30	\$129.84	\$108.20
Sixteenth page - 2col x 4"	\$109.92	\$82.44	\$65.95	\$54.96
Business Card - 2col x 2"	\$54.96	\$41.22	\$32.98	\$27.48

Full Color Ad Rates

Full Color Ad Rates	Open Rate	13 Weeks	26 Weeks	52 Weeks
Full page - 6col x 21"	\$2,062.62	\$1,546.97	\$1,123.75	\$1,031.31
Half page - 6col x 10.5"	\$1,031.31	\$773.48	\$618.79	\$515.66
Quarter page - 3col x 10.5"	\$515.66	\$386.74	\$309.39	\$257.83
Eighth page - 3col x 5.25"	\$257.83	\$193.37	\$154.70	\$128.91
Sixteenth page - 2col x 4"	\$130.96	\$98.22	\$78.58	\$65.48
Business Card - 2col x 2"	\$65.48	\$49.11	\$39.29	\$32.74

COMBO MODULAR SIZE

Black & White Ad Rates	Open Rate	13 Weeks	26 Weeks	52 Weeks
Full page - 6col x 21"	\$3,841.43	\$2,881.07	\$2,304.86	\$1,920.71
Half page - 6col x 10.5"	\$1,920.71	\$1,440.53	\$1,152.43	\$960.36
Quarter page - 3col x 10.5"	\$960.36	\$720.27	\$576.21	\$480.18
Eighth page - 3col x 5.25"	\$480.18	\$360.13	\$288.11	\$240.09
Sixteenth page - 2col x 4"	\$243.90	\$182.93	\$146.34	\$121.95
Business Card - 2col x 2"	\$121.95	\$91.46	\$73.17	\$60.98

Full Color Ad Rates

Full Color Ad Rates	Open Rate	13 Weeks	26 Weeks	52 Weeks
Full page - 6col x 21"	\$4,448.12	\$3,336.09	\$2,668.87	\$2,224.06
Half page - 6col x 10.5"	\$2,224.06	\$1,668.04	\$1,334.43	\$1,112.03
Quarter page - 3col x 10.5"	\$1,112.03	\$834.02	\$667.22	\$556.01
Eighth page - 3col x 5.25"	\$556.01	\$417.01	\$333.61	\$278.01
Sixteenth page - 2col x 4"	\$282.42	\$211.82	\$169.45	\$141.21
Business Card - 2col x 2"	\$141.21	\$105.91	\$84.73	\$70.61

CLASSIFIEDS

Classified Liner Rates	Addl. lines per day
3 lines, 1 day	\$10.39
2 days	\$13.40
3 days	\$18.41
4 days	\$22.17
5 days	\$25.20
6 days	\$28.70
7 days	\$32.18
14 days	\$53.54
21 days	\$76.63
28 days	\$98.91
56 days	\$181.43
MotoPhoto	\$46.00
Show & Tell	\$46.00
Happy Ads	\$17.54
Power Package	\$15.98
	\$19.65
	\$35.61
	\$58.94
	\$102.17
	\$204.22

The News-Herald & HavasuNews.com Recruitment Combo

Ad Size	7 Day Online	5 Day Print	Package Price
1 col x 2"	\$25	\$75	\$100
1 col x 3"	\$25	\$100	\$125
2 col x 2"	\$50	\$100	\$150
2 col x 3"	\$50	\$125	\$175
2 col x 5"	\$75	\$150	\$225
2 col x 6"	\$75	\$200	\$275
2 col x 8"	\$100	\$250	\$350

Ad Size	30 Day Online	20 Day Print	Package Price
1 col x 2"	\$75	\$220	\$295
1 col x 3"	\$75	\$300	\$375
2 col x 2"	\$100	\$300	\$400
2 col x 3"	\$100	\$375	\$475
2 col x 5"	\$125	\$450	\$575
2 col x 6"	\$125	\$600	\$725
2 col x 8"	\$150	\$825	\$975

PARKER PIONEER ADVERTISING RATES

Plus La Paz County sales tax of 2%

Column Inches	6 Times	13 Times	26 Times	52 Times
Full Page (126"+)	\$8.80	\$7.46	\$6.96	\$6.05
126"+	\$9.46	\$8.01	\$7.65	\$6.64
91-125"	\$9.84	\$8.48	\$8.09	\$7.22
61-90"	\$10.20	\$8.83	\$8.48	\$7.81
25-60"	\$10.35	\$9.34	\$8.99	\$8.40
11-24"	\$10.69	\$9.84	\$9.43	\$8.91
4-10"	\$11.89	\$10.20	\$9.75	\$9.24

*Plus deep discounts on 126"+ category include nine percent discount for each full page ad run in Parker Pioneer (several smaller ads combined do not qualify for this discount).

Open		
Commissionable Rate		Medical Directory
\$15.40 pci	Church, Charity, Non-Profit, Card of Thanks	\$5.65 pci
Open Non-Commissionable Rate	\$8.74 pci	Service Directory
\$13.09 pci		\$14.94 per issue
Inches Used/Year	Pick-Up into News-Herald	Dining Guide
Bulk Rate	\$14.37 pci	\$33.99 per issue
5,032-6,708"	\$9.89	
3,355-5,031"	\$10.30	
2,581-3,354"	\$10.58	
1,678-2,580"	\$11.00	
904-1,677"	\$11.27	
517-903"	\$11.67	
25*-516"	\$11.97	
130-258"	\$12.37	
Open (Local)	\$13.74	

Color Rates	Church Directory
\$2.63 pci	2 col \$9.99/wk, 1 col \$6.15/wk
Advertisers placing a minimum of 24 or 48 color ads per year are eligible for a discount of 15% or 25% respectively, when contracted in advance.	

SMART BUYER PAGES

Size	Open Rate	12 Weeks	26 Weeks	52 Weeks
Front Cover	\$478.50	\$396.00	\$368.50	\$308.00
Back Cover	\$456.50	\$374.00	\$346.50	\$313.50
Skyscraper	\$423.50	\$357.50	\$330.00	\$313.50
Full Page	\$231.00	\$220.00	\$209.00	\$198.00
1/2 Page	\$181.50	\$176.00	\$170.50	\$165.00
1/4 Page	\$132.00	\$115.50	\$110.00	\$104.50
Coupons	\$71.50	\$66.50	\$60.50	\$55.00

HAVASU HOME HUNTER

Size	Dimensions	Contract	Non-Contract
Full Page	8.25 x 10.75"	\$267	\$292
1/2 Page	8.25 x 5.275"	\$204	\$217
Two Pages	8.25 x 10.75"	\$249	\$267
Three Pages	8.25 x 10.75"	\$238	\$256
Four Pages	8.25 x 10.75"	\$226	\$244
Front Cover	8.25 x 10.75"	\$744	\$799
Back Cover	8.25 x 10.75"	\$612	\$722
Inside Cover	8.25 x 10.75"	\$576	\$653

ADVERTISING FLYER PROGRAM

Let us take the work out of having your flyer designed, printed and inserted in the paper. We'll do it all for you! These prices are for "single sheet" 8.5 x 11" flyers, are full color and two sided on standard 70# white paper. We will design your flyer using photos, logos or artwork just like we do for an ad in the paper, at no additional charge. Prices include printing and insertion in the paper, too. Please give us your flyer copy order two weeks before the date you would like it inserted.

Full run in Today's News Herald and Parker
14 day turn around from approved art
PRINT AND DELIVER \$975



PRE-PRINT INSERTS

PRE-PRINT

Size	Base Rate	12x Annual Rate	24x Annual Rate	48x Annual Rate
SINGLE SHEET	\$57.00	\$54.12	\$51.30	\$48.45
4 STD/8 TAB	\$58.20	\$55.29	\$52.38	\$49.47
6 STD/12TAB	\$64.00	\$60.80	\$57.60	\$54.40
8 STD/ 16 TAB	\$65.69	\$62.40	\$59.12	\$55.83
10 STD/20 TAB	\$74.37	\$70.65	\$66.93	\$63.21
12 STD/ 24 TAB	\$85.98	\$81.68	\$77.38	\$73.08
14 STD/28 TAB	\$88.91	\$84.46	\$80.01	\$75.57
16 STD /32 TAB	\$91.82	\$87.25	\$82.66	\$78.07
18 STD/36 TAB	\$94.68	\$89.94	\$85.21	\$80.47

FLEXI/MAGAZINE

Size	Base Rate	12x Annual Rate	24x Annual Rate	48x Annual Rate
8 Page- 16 page	\$58.20	\$55.29	\$52.38	\$49.47
24 Page- 32 page	\$65.69	\$62.40	\$59.12	\$55.83
40 Page- 48 page	\$85.98	\$81.68	\$77.38	\$73.08
56 page - 64 page	\$91.82	\$87.25	\$82.66	\$78.07
72 Pages - 85 pages	\$103.50	\$98.32	\$93.15	\$87.97

Deadlines:

Reservation Deadline: 10 Days Prior
Delivery Deadline: 10 Days Prior

Other Info:

Rates are CPM/ net, non-commissionable rates and based on Cost Per Thousand (CPM). Contract Rates available, Full Runs ONLY! 2.5% tax will be added to invoices.

MINIMUM SIZE 4"X 7"

MAX SIZE BEFORE FOLDING 10" X 12"

ROP Pick-up Rates- Base insert buy

\$14.00 pci. B&W
\$17.00 pci. Color

Open Rate

\$18.00 pci. B&W
\$21.00 pci. Color

WE-PRINT INSERTS

(5,000 MIN.)

8.5" x 11"

Full Color, Two Sided, Glossy
\$97.50 CPM

10,000 min./14 day deadline

Other sizes and commercial printing available!

INSERTION ORDERS

Todays News Herald/Parker Pioneer/Havas Smartbuyer

Total Full Run Circulation 19,600
TNHnationals@havasunews.com

Wickenburg Sun/ Wickenburg Shopper

Total Full Run Circulation 6,000
WBSnationals@wickenburgsun.com

The Kingman Miner/Kingman Smartbuyer

Total Full Run Circulation 14,000
KDMnationals@kdminer.com

Mohave Daily News/Needles Desert Star/Clippin' the River

Total Full Run Circulation 18,000
NWPnationals@nwp.com

DELIVERY INFO

Today's News Herald Mohave Daily News
Parker Pioneer Needles Desert Star
Havas Smart Buyer Clippin' the River
The Kingman Miner Kingman Smartbuyer

Central Printing Facility

7080 HWY 68

Golden Valley, AZ 86413

(928)565-9888

Hours: M-F 8:00am-4:00 pm

All circulation, contract rates and RFPs questions email:
KDMnationals@kdminer.com



HAVASUNNEWS.COM DIGITAL ADVERTISING

SIZE	DIMENSIONS	CPM RATE
Rectangle	300 x 250 pixels	Open Rate \$15/cpm Contract Rate \$10/cpm
Leaderboard	728 x 90 pixels	
Mobile Advertising	300 x 50 pixels	

DYNAMIC AD POSITIONS

DAILY PRICING (24HRS)

Reveal	\$250 per day
Home Page Takeover	\$1,000 per day

STICKY AD | \$15CPM (728x90)

NEWSLETTER SPONSOR | \$50WK

Friends 2 Follow Facebook Feed on
havasunews.com \$199/mo

EMAIL BLAST

Promote special offers and brand messaging directly into a targeted audience's inbox. Audience, Geography, Content & Site-Specific Targeting Capable

30,000 minimum
\$30/CPM

CLICK START

RCN
ClickStart
Your Local Digital Launchpad



GET ONLINE

- Promote your business on Mohave County's LARGEST local media site



SOCIAL SURGE

- Leverage RCN's HUGH Facebook audience with "Friends to Follow"



REACH NEW CUSTOMERS

- Connect customers & potential customers directly

Facebook Page	Followers	Monthly Views
Havasun News	26,124	1,994,055
Mohave Valley Daily News	57,863	1,110,642
Kingman Miner	18,019	92,843
Wickenburg Sun	10,063	87,252

\$199

PER MONTH

\$374 value

- Friends to Follow on one site \$149 Value
- 15,000 impressions ROS on Site (720x90 ad) \$225 Value

\$299

PER MONTH

\$598 value

- Friends to Follow on two site \$298 Value
- 20,000 impressions ROS on Site (720x90 ad) \$300 Value

Reach your customers wherever they are.



Ask Your Sales Rep about our other Digital Services.