

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 Parker \$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

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
Half page - 6col x 10.5"	\$1,695.33	\$1,271.50	\$1,017.20
Quarter page - 3col x 10.5"	\$847.67	\$635.75	\$508.60
Eighth page - 3col x 5.25"	\$423.83	\$317.87	\$254.30
Sixteenth page - 2col x 4"	\$215.28	\$161.46	\$129.17
Business Card - 2col x 2"	\$107.64	\$80.73	\$64.58

Full Color Ad Rates

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

Open Rate	13 Weeks	26 Weeks	52 Weeks	
Full page - 6col x 21"	\$2,062.62	\$1,546.97	\$1,123.57	\$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

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	\$3.36
2 days	\$13.40	\$1.81
3 days	\$18.41	\$1.60
4 days	\$22.17	\$1.41
5 days	\$25.20	\$1.22
6 days	\$28.70	\$1.03
7 days	\$32.18	\$0.99
14 days	\$53.54	\$0.95
21 days	\$76.63	\$0.87
28 days	\$98.91	\$0.77
56 days	\$181.43	\$0.56
MotoPhoto	\$46.00	
Show & Tell	\$46.00	
Happy Ads	\$17.54	(2 days \$29)
Power Package	\$15.98	2 days
	\$19.65	3 days
	\$35.61	7 days
	\$58.94	14 days
	\$102.17	28 days
	\$204.22	60 days

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

\$15.40 pci

Church, Charity, Non-Profit, Card of Thanks

Medical Directory

\$5.65 pci

Open Non-Commissionable Rate

\$13.09 pci

Card of Thanks

\$8.74 pci

Service Directory

\$14.94 per issue

Inches Used/Year

Bulk Rate

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

Obituary Ads

Price includes photo and Legacy.com

Up to 275 words \$75

276-350 words \$115

Front Page Strip

Per issue, full color,

6 col x 1.5"

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.

Color Rates

\$2.63 pci

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.

Church Directory

2 col \$9.99/wk, 1 col

\$6.15/wk

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

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

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/ Havasu 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@kdmminer.com

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

Total Full Run Circulation 18,000

NWPnationals@nwp.com

PRE-PRINT INSERTS

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

DELIVERY INFO

Today's News Herald Mohave Daily News
Parker Pioneer Needles Desert Star
Havasu 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@kdmminer.com

HAVASUNEWSCOM DIGITAL ADVERTISING**SIZE**

Rectangle

DIMENSIONS

300 x 250 pixels

Leaderboard

728 x 90 pixels

Mobile Advertising

300 x 50 pixels

CPM RATE

Open Rate \$15/cpm

Contract Rate \$10/cpm

DYNAMIC AD POSITIONS**DAILY PRICING (24HRS)**

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

CLICK START**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

**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
Havasu News	26,124	1,994,055
Mohave Valley Daily News	57,863	1,110642
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

Reach your customers wherever they are.



**\$299
PER MONTH**
\$598 value

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



Ask Your Sales Rep about our other Digital Services.