



# Yucaipa / Calimesa News Mirror

Century Group Newspapers

## RETAIL ADVERTISING RATES

Effective May 1, 2022

### General Manager - Larry Williams

Yucaipa/Calimesa News Mirror  
 35154 Yucaipa Blvd. (or P.O. Box 760)  
 Yucaipa, CA 92399  
 Phone (909) 797-9101  
 Fax (909) 797-0502  
 Advertising e-mail: advertising@newsmirror.net  
 News e-mail: news@newsmirror.net  
 website: www.newsmirror.net

### ADVERTISING RATES

**COMMISSIONABLE RATES (National)**  
 \$21.35 per column inch  
 (15% commissionable to recognized agencies.)

### RETAIL RATES

**Weekly Frequency Rates, per col. inch:**  
 (Based on five-column x 14-inch page)

Consecutive weeks	4"-11" per week	12"-23" per week	24"-45" per week	46-70" & OVER per week
Open	17.65	16.35	15.40	14.65
6 Weeks	15.75	14.70	13.80	13.10
13 Weeks	14.90	13.95	13.00	12.50
26 Weeks	14.05	13.00	12.15	11.60
52 Weeks	12.90	12.10	11.20	10.75

Based on signed agreement. Four-inch minimum per insertion

### Full Color Rates

	1 paper	2 papers	3 papers	4 papers	5 papers
4-11 inches	\$45	\$70	\$95	\$120	\$145
12-23 inches	\$80	\$115	\$150	\$185	\$220
24-45 inches	\$160	\$235	\$310	\$385	\$460
46-70 inches	\$310	\$425	\$540	\$655	\$770

### VERIFIED CIRCULATION

For the weekly Fontana Herald, Redlands Community News, News Mirror, Record Gazette and twice monthly Sun Lakes Life, a publisher's sworn statement is available.

### DISTRIBUTION

<b>Yucaipa / Calimesa News Mirror</b>	<b>14,000</b>
Fontana Herald-News	5,000
Redlands Community News	14,700
Banning / Beaumont Record Gazette	18,000
Sun Lakes Life	4,000
<b>Total Distribution</b>	<b>55,700</b>

### COMBINATION RATES

The **News Mirror** is sold in combination with other Century Group newspapers. Buy an ad in the **News Mirror** and pick up the same ad in any or all the newspapers listed above at these rates, per col. inch:

	2nd Paper	3rd Paper	4th Paper	Sun Lakes Life
Open Rate	\$10.10	\$8.80	\$7.70	\$7.00
Agreement Rate	\$8.70	\$7.60	\$6.40	\$6.10

(Agreement Rates based on minimum 6-week frequency agreement or 200-inch bulk agreement.)

**Sun Lakes Life** is an exclusive semi-monthly publication that reaches every home in the Sun Lakes Country Club in Banning. Sun Lakes Life publishes twice monthly on Fridays. Sun Lakes Life may be purchased directly (see Sun Lakes Life rate card for rates) or can be picked up at special discount rates (see above).



**CALL YOUR AD REPRESENTATIVE AT (909) 797-9101**

**RETAIL ADVERTISING RATES, per col. inch**

**Church, civic, charitable organization rate**

Consecutive weeks	4"-11" per week	12"-23" per week	24"-45" per week	46-70" & OVER per week
Open	13.75	12.75	11.90	11.40
13 Weeks	13.20	12.35	11.50	10.90
52 Weeks	12.60	11.90	11.05	10.55

52-week rate based on signed agreement. Four-inch per week minimum.

**ANNUAL BULK SPACE AGREEMENT**

Based on signed agreement.

Inches per year	Rates per SAU column inch
200 column inches	\$14.30 per col. inch
500 column inches	\$13.50 per col. inch
1,000 column inches	\$12.70 per col. inch
1,500 column inches	\$12.40 per col. inch
2,000 column inches	\$12.05 per col. inch
2,500 column inches	\$11.75 per col. inch
3,000 column inches	\$11.45 per col. inch

Should the advertiser exceed agreed contracted lineage, advertiser would qualify for rate level achieved up to one additional rate level. Such credit is to be used toward future advertising and not towards next contract fulfillment. If advertiser fails to meet contracted lineage, the advertiser will be re-billed at the appropriate rate.

**PRE-PRINT SUPPLEMENTS**

**Single Sheet Flyers** . . . . . \$33 per M (full run, up to 30 lb stock)  
 Partial run, minimum 10,000 quantity . . . . \$39 per M (30 lb stock)

	1-12X	13-26X
<b>4 page tab</b>	\$42	\$39
<b>8 page tab</b>	\$45	\$42
<b>12 page tab</b>	\$47	\$44
<b>16 page tab</b>	\$49	\$46
<b>20 page tab</b>	\$51	\$48

Ask for rates on larger sized pre-prints. 5% discount off 13-26x rate for commitments of 50 or more pre-prints per year with signed agreement.

Deliver pre-prints, bundled and strapped on skids, to:

**Southwest Offset Printing,**  
 Brian Johnson, 13701 Gramercy Place, Gardena, CA 90249, PH: 310-715-2346

In addition to the above information, the Bill of Lading and Pallet Flags should also include the following info...

Century Group Newspapers  
 Name of newspaper:  
 Insert advertiser name:  
 Publication Date:  
 Quantity:

Receiving Hours: Mon. - Fri. 7AM - noon, 1PM - 3:30PM. Warehouse closed on Holidays

All pre-prints must arrive not more than ten days and not less than five working days prior to insertion.

**COMMISSIONS AND TERMS OF PAYMENT**

National rates are commissionable up to 15% to recognized agencies. All other rates are non-commissionable.

Advertising charges are to be paid in advance unless credit has been established. All advertising is due and payable 25 days from date of invoice. A service charge of 1.5% per month will be charged on accounts unpaid after 25 days. Annual rate, 18%.

All political and advocacy advertising will be charged at earned rates and must be paid in advance.

**POLICY**

**Advertising acceptance:** The publisher reserves the right to reject, cancel, or revise in whole or part, any advertisement at anytime without notice.

**Typographical errors:** The publisher will assume no financial responsibility for typographical errors or for omission of copy. Advertiser and/or agency will assume all liability for all contents of the advertisement. In the event of an error or omission the newspaper will provide a letter of correction stating that an error has been made. 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. The newspaper will not be liable for any loss or damage as a result of this omission.

**Proofs:** Proofs may be requested on all ads of 10-column inches or larger. Additions or changes from the original copy are subject to additional charges on a time basis.

**Reproduction materials:** The newspaper will not be held responsible for reproduction materials left 30 days after publication.

**Advertorials:** Advertisements resembling news text must carry the word "Advertisement" at the top.

**Position requests:** A 25% premium is charged for guaranteed positions, if available.

**Political advertising:** All political advertisements must carry the words "Paid Political Advertisement" at the top of the ad and list the treasurer and committee-to-elect chairperson or responsible person and address at the bottom of the ad.

**CLASSIFIED RATES**

Call newspaper for classified private party and commercial rates.

**TOTAL MARKET COVERAGE**

The Century Group operates newspapers in Yucaipa, Calimesa, Banning, Sun Lakes, Beaumont, Redlands and Fontana. Combination buys are available at affordable rates.

**CONTRACT REQUIREMENTS**

The publisher shall have the right to cancel the contract at any time after the contract is made without notice for non-payment of bills at due date, and the advertiser shall thereupon be liable for and shall pay the publisher all amounts due hereunder up to the date of such cancellation. Contracts not fulfilled will be short rated and reduced to the actual rate earned; the advertiser will be billed at that rate until a new contract is signed.

**DEADLINES**

Copy and space reservation is 4:00 p.m., Monday prior to publication. Larger ads requiring extensive production work need to be submitted on Friday or earlier.

**RETAIL REQUIREMENTS**

Standard Page News (SAU). Four-column inch minimum. Advertising accepted in 1/2 inch increments. Ads 13 inches or larger will be charged for full 14-inch page depth.

**MECHANICAL SPECIFICATIONS**

	Picas	Inches
5 column	59p	9.833"
4 column	47p	7.833"
3 column	35p	5.833"
2 column	23p	3.833"
1 column	11p	1.833"

Full Page - 59 picas (9.833") x 14"