



Serving Challis and Custer County Since 1881

Published by Adams Publishing Group

P.O. Box 405 • 310 Main • Challis, Idaho 83226

Phone: 208-879-4445 • Fax: 208-879-5276

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ADVERTISING RATE CARD

General Manager: Shelley Ridenour

Publication Day: Thursday

Ad Deadline: 4:30 p.m. Monday

LOCAL RATES - Black & white

Inches Deep	Columns wide					
	1	2	3	4	5	6
1	5.00	10.00	15.00	20.00	25.00	30.00
2	10.00	20.00	30.00	40.00	50.00	60.00
3	15.00	30.00	45.00	60.00	75.00	89.10
4	20.00	40.00	60.00	79.20	99.00	118.80
5	25.00	50.00	75.00	99.00	123.75	148.50
6	30.00	60.00	89.10	118.80	148.50	178.20
7	35.00	70.00	103.95	138.60	173.25	207.90
8	40.00	79.20	118.80	158.40	198.00	235.20
9	45.00	89.10	133.65	178.20	222.75	264.60
10	50.00	99.00	148.50	198.00	245.00	294.00
11	55.00	108.90	163.35	217.80	269.50	323.40
12	60.00	118.80	178.20	235.20	294.00	352.80
13	65.00	128.70	193.05	254.80	318.50	382.20
14	70.00	138.60	207.90	274.40	343.00	407.40
15	75.00	148.50	222.75	294.00	367.50	436.50
16	79.20	158.40	235.20	313.60	392.00	465.60
17	84.15	168.30	249.90	333.20	412.25	494.70
18	89.10	178.20	264.60	352.80	436.50	523.80
19	94.05	188.10	279.30	372.40	460.75	552.90
20	99.00	198.00	294.00	392.00	485.00	576.00

COLOR

Up to 15 inches Add \$20
 15.5 to 40 inches Add \$35
 40.5 to 80 inches Add \$60
 80.5 to 120 inches Add \$85

Local Rates:

1 to 15 inches \$5.00/col. inch
 15.5 to 45 inches \$4.95/col. inch
 45.5 to 80 inches \$4.90/col. inch
 80.5 to 119.5 inches \$4.85/col. inch
 Full page: 120 inches \$4.80/col. inch

All rates are net

Special Placement: \$1 per col. inch • \$10 min.

SERVICE DIRECTORY

Color available

3 months \$100/inch
 6 months \$175/inch
 1 year \$315/inch

ONLINE ADS

Leaderboard 4 weeks \$200
 Medium 4 weeks \$175
 Large 4 weeks \$250

INSERTS

1 sheet or smaller 7¢ each
 4 pages 9¢ each
 8 pages 11¢ each
 12 pages 12¢ each
 16 to 24 pages 13¢ each

Display ad column widths

1 column 1.48"
 2 columns 3.15"
 3 columns 4.82"
 4 columns 6.49"
 5 columns 8.16"
 6 columns 9.83"
 Full page 9.83" x 20"



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ADVERTISING RATE CARD

General Manager: Shelley Ridenour

Paid Circulation: 1,250

Circulation Area: The Challis Messenger is an exclusive county seat weekly serving Challis, Idaho, and surrounding communities. It is the official newspaper of record of Custer County and the cities of Challis and Stanley, Idaho.

Publication Day: Thursday

Ad Deadline: 4:30 p.m. Monday

Mechanical Data: The Challis Messenger is a broadsheet, 6 columns (9.83 inches) wide by 20 inches tall.

Terms: All advertising is cash with order unless prior credit has been established. Charged ads are payable upon receipt of bill. A service charge of 1 percent per month (18 percent per annum) with a \$2 minimum will be added to all accounts not paid in 30 days.

Electronic bill statements are available at no fee. A \$3 fee is charged for statements mailed via the post office.

Policy: Acceptance of advertising is subject to approval.

Errors: In the event of an error, if the newspaper is at fault, a correction will be printed in the next issue. The newspaper must be advised of the error within 7 days of publication.

CLASSIFIED ADS

Rates: 40¢ per word. \$4.80 minimum.

A \$3 **billing charge** will be added to all classifieds not paid in advance.

Classified Display Ads: \$12 (2 inch min.)

\$5.50 each additional inch

Classified Deadline: 4:30 p.m. Monday

October 2021

OBITUARIES

Obituaries must be placed online by clicking on the Obituary button at the top of the home page of the Messenger:
www.challismessenger.com

Obituaries are created by Memoriams/Legacy.
Payment is due at time of placement.