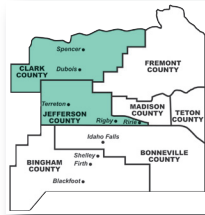


ADVERTISING RATE CARD

Rates effective January 2021

Serving the communities in Jefferson and Clark counties.

THE JEFFERSON
★
STAR



The Jefferson Star
and Star Plus
both delivered through
the Postal Service
*Product of Adams Publishing

P.O. Box 37 • 123 East Main

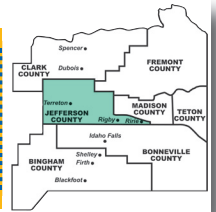
Rigby, Idaho 83442

Phone: (208) 745-8701

Cell: (208) 520-8088

Email: epoole@jeffersonstarnews.com

THE JEFFERSON
★
STAR PLUS



GUARANTEED PREMIUM POSITIONS Guaranteed positioning – 20% premium. Subject to availability – ask your sales representative.

COLOR RATES Add full color to your advertisement for \$40.00

CLASSIFIEDS/BUSINESS DIRECTORY Classified ads and the Business Directory run in The Jefferson Star and The Star Plus. To ensure placement in these publications, classifieds should be received by 10 a.m. on Friday.

FLYERS One page flyers will be inserted at the rate of \$70 per thousand, unless otherwise specified.

TERMS & CONDITIONS All advertising is cash with order unless prior credit has been established. Charged ads are payable upon receipt of invoice. A finance charge of 1.5% per month (18% per annum) with a \$2.00 minimum will be added to all accounts not paid in 30 days.

Errors: In the event of an error, if the newspaper is at fault, a notice of correction occupying the same amount of space as the error will be printed in the next issue. The newspaper cannot be held responsible for any loss beyond the actual value of the advertising space itself. The newspaper must be advised of the error within 7 days.

EDITORIAL PROFILE The Jefferson Star is the official newspaper for Jefferson and Clark counties. It began publication as a weekly newspaper in 1903. Through news stories, feature articles, local columnists, and high school sports, the paper keeps individuals abreast of news and current topics affecting the communities of Rigby, Ririe, Terreton, Hamer, Menan, Lewisville, Roberts, Dubois, and Mud Lake.

The Jefferson Star Plus is a weekly publication that gives advertisers almost complete coverage of Jefferson County. The publication is a product of the Jefferson Star, and was first published in 1989. Rates are based on pick-up from Post Community Newspapers' other newspapers. The Star Plus goes to non-subscribers of The Jefferson Star and is distributed to their homes each week by the Postal Service.



DISTRIBUTION *The Jefferson Star* prints 1,300 copies and delivers through the mail and newsstands. *The Star Plus* prints more than 7,900 copies to non-subscribers of *The Jefferson Star* in Jefferson County. The publication is comprised of advertising, pre-prints and flyers from local grocery stores, department stores and businesses, as well as some editorial copy.

COPY DEADLINES All advertising, display and classified, can be e-mailed to info@jeffersonstarnews.com. Copy should be received by 4 p.m. on Thursday to ensure placement in Wednesday's publication. *The Star Plus* copy should be received by 10 a.m. on Thursday to ensure placement for the following Wednesday's publication. Last minute camera ready ads can be added early Friday morning. Please call (208) 745-8701 to request last-minute placement or assistance prior to the deadline.

DISPLAY ADVERTISING RATES - The Jefferson Star See rates listed below.

Open/New Copy.....\$7.35 per column-inch
 Pick-up Rate.....\$6.75 per column-inch
 Frequency.....\$6.45 per column-inch

DISPLAY ADVERTISING RATES - The Jefferson Star Plus All advertising, display and classified, must appear in *The Jefferson Star*.

Pick-up Rate.....\$4.50 per column-inch

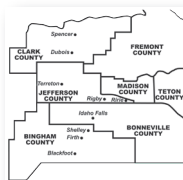
WE GLADLY ACCEPT CASH, CHECK



FOR PAYMENT OF ADVERTISING BILLS

COMBO

**The Jefferson Star
The Jefferson Star Plus**



EDITORIAL PROFILE *COMBO* refers to the combination of our two publications, *The Jefferson Star* and *The Jefferson Star Plus*. Through the two newspapers, you can reach both Jefferson and Clark counties.

DISTRIBUTION *COMBO* would bring your ad into 9,200 homes.

COPY DEADLINES All advertising, display and classified, can be e-mailed to info@jeffersonstarnews.com. Copy should be received by 10 a.m. Thursday to ensure placement in the upcoming week's publications. Please call (208) 745-8701 to request extension or assistance prior to the deadline.

DISPLAY ADVERTISING RATES See rates listed below.

Open/New Copy.....\$11.85 per column-inch
 Pick-up Rate.....\$11.25 per column-inch
 Frequency.....\$10.95 per column-inch

AD DIMENSIONS

Camera-ready art should be designed to conform to the following tabloid dimensions. On ads that do not match these size requirements, we will use our best judgement to make them fit the space purchased.

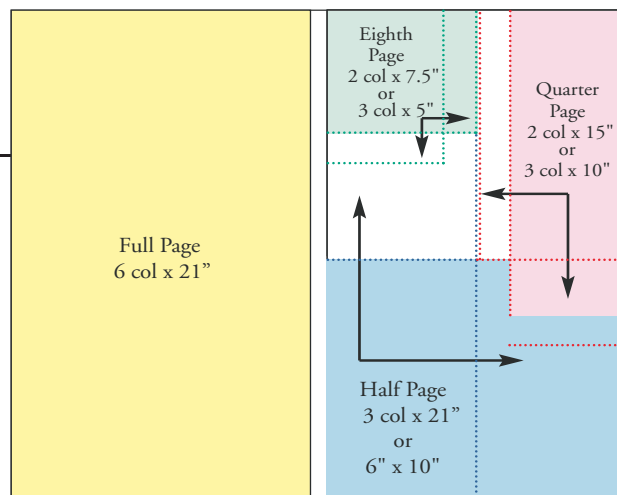
MECHANICAL REQUIREMENTS

6 columns x 21" in depth

Columns	Inches
1 column	1.48
2 columns	3.15
3 columns	4.82
4 columns	6.49
5 columns	8.16

Ask me about . . .

Having your advertisement included in the *Upper Valley Standard Journal*, *Challis Messenger*, *Teton Valley News*, *Idaho Falls Post Register* and the *Bingham News Chronicle*.



Rates and other terms subject to change without notice.

***We also have a variety of
Online options available!***