**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


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

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

WE GLADLY ACCEPT CASH, CHECK

VISA  DISCOVER  MASTERCARD

FOR PAYMENT OF ADVERTISING BILLS

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 the ad 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.

We also have a variety of Online options available!