ADVERTISING RATE CARD

General Manager: Shelley Ridenour
Publication Day: Wednesday
Ad Deadline: 4:30 p.m. Friday

LOCAL RATES - Black & white

<table>
<thead>
<tr>
<th>Inches Deep</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
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<td>14.85</td>
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</table>

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.......................... $4.95/col. inch
15.5 to 45 inches.......................... $4.90/col. inch
45.5 to 80 inches.......................... $4.85/col. inch
80.5 to 119.5 inches.......................... $4.80/col. inch
Full page: 120 inches.......................... $4.75/col. inch

All rates are net

Special Placement: 75¢ per col. inch/$10 min.

SERVICE DIRECTORY

Color available
3 months...................................... $90/inch
6 months...................................... $160/inch
1 year........................................ $300/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”
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
info@challismessenger.com • sridenour@challismessenger.com • www.challismessenger.com

ADVERTISING RATE CARD

General Manager: Shelley Ridenour
Paid Circulation: 1,400
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, Stanley and Clayton, Idaho.
Publication Day: Wednesday
Ad Deadline: 4:30 p.m. Friday
Mechanical Data: The Challis Messenger is a broadsheet, 6 columns (9.83 inches) wide by 20 inches tall.

Tearsheets are sent upon request. Requests for more than one tear sheet must be made when the ad is placed.
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 notice of 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. Friday

OBITUARIES
$45 for up to 800 words and 1 photo
$3 per inch beyond 800 words
$5 per additional photo
DEATH OR SERVICE NOTICES
$10

November 2020