



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	4.95	9.90	14.85	19.80	24.75	29.70
2	9.90	19.80	29.70	39.60	49.50	59.40
3	14.85	29.70	44.55	59.40	74.25	88.20
4	19.80	39.60	59.40	78.40	98.00	117.60
5	24.75	49.50	74.25	98.00	122.50	147.00
6	29.70	59.40	88.20	117.60	147.00	176.40
7	34.65	69.30	102.90	137.20	171.50	205.80
8	39.60	78.40	117.60	156.80	196.00	232.80
9	44.55	88.20	132.30	176.40	220.50	261.90
10	49.50	98.00	147.00	196.00	242.50	291.00
11	54.45	107.80	161.70	215.60	266.75	320.10
12	59.40	117.60	176.40	232.80	291.00	349.20
13	64.35	127.40	191.10	252.20	315.25	378.30
14	69.30	137.20	205.80	271.60	339.50	403.20
15	74.25	147.00	220.50	291.00	363.75	432.00
16	78.40	156.80	232.80	310.40	388.00	460.80
17	83.30	166.60	247.35	329.80	408.00	489.60
18	88.20	176.40	261.90	349.20	432.00	518.40
19	93.10	186.20	276.45	368.60	456.00	547.20
20	98.00	196.00	291.00	388.00	480.00	570.00

### 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 ..... \$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"



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## **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:** 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.

**Tearsheets** are sent upon request. Requests for more than one tearsheet 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. Monday

May 2021

### **OBITUARIES**

Obituaries must be placed online by clicking on the Obituary button on the home page of the Messenger: [www.challismessenger.com](http://www.challismessenger.com).

Obituaries are created by Memoriams/Legacy.

Payment is due at the time of placement.