

Marketing Solutions

For Eastern Idaho

2021 Media Guide



NEWSPAPER | WEB | MOBILE | DIGITAL EDITIONS | MAGAZINES | CLASSIFIEDS | PREPRINTS | EVENTS | AND MORE

Post Register

2021 Media Guide

333 Northgate Mile, Idaho Falls, ID | Phone: 208.542.6701 | www.PostRegister.com

Post Register advertising delivers your message to Eastern Idaho.

Our robust print and digital advertising solutions deliver your message with:

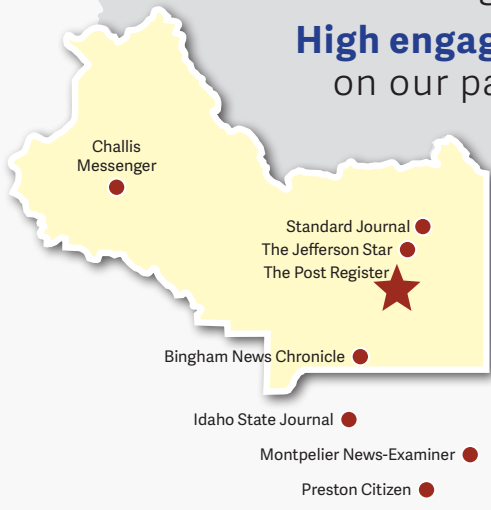
Prestige: The newspaper has been in business since 1880 and is tangible, rich, and respectable.

Trust: Readers trust newspapers more than other types of media, including social media.

Target audience: Affluent, engaged readers across the region.

High engagement: Readers are focused on our pages.

Solid ad recall and branding: Readers remember ads.



Adams Publishing Group

Adams Publishing Group (APG) is, first and foremost, a family-owned community newspaper company. It was launched in late 2013 by Mark Adams with support from his family. Since its first acquisition in March 2014, APG has grown quickly, consisting now of 27 daily newspapers, more than 100 non-daily newspapers, and a number of other media-related businesses in 15 states and the District of Columbia. The company currently employs more than 2,300 associates.



Digital Advertising Rates

2021 Media Guide

More **Local** | More **Reach** | More **Results**

Contact us

> Donna Nims | 208.542.6701 | dnims@postregister.com

"It is so hard to find the right media to advertise your business. There's no tracking, it's hard to calculate results and sometimes you feel like you are throwing your money away ... well, that's how I felt until recently... my company now uses a new way of advertising, offered by the Post Register. We get a great mix of media, my favorite being geo-fencing. The tracking is amazing and my rep Chris is readily available to go over results, answer questions and make suggestions. It's really easy.....they work up the ads and do all the work. Every month we evaluate the results and adjust when needed. In 22 years of being in business we've done a lot of advertising... I finally feel confident with my purchase. You don't have to be a "techy" to figure it out. Chris, his team and the Post Register take care of everything. If your business is due for a "change" in advertising...give them a call."

Sincerely,
Deena Goody
Owner/operator
Blast Off! LLC



What we offer

postregister.com: Provides up-to-the-minute local news and information about east Idaho. Ads on postregister.com are near the content that our users want, increasing your ad's effectiveness.

"Reveal Ad" 1920x600 with 800x250 mobile unit: Top of page exclusive placement; user must scroll down to access postregister.com content. \$150 per day or \$750 per week.

Digital Display Ads

728x90 + 320x50 mobile ad unit

300x600 + 300x250 mobile ad unit

All digital placements appear on the responsive mobile version of postregister.com, \$13 CPM/ minimum of 25,000 impressions per month

Email blast: Be in their inbox! These readers have opted-in to have your message delivered! Only one e-blast is sent to this list per day. \$250 reaches about 25,000 readers.

Social media marketing: Use all of the powerful tools available to create compelling campaigns using Facebook, Twitter, and Instagram to reach customers in a 'friendly' environment.

Website design: Let us create a responsive, mobile-friendly website for your business.

Ad Messenger: Mobile Ad Messenger is THE easiest and most effective tool for local advertisers to engage with consumers on mobile to drive traffic to stores, services and events. Starting at \$500 for 50,000 impressions.

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- Contests, surveys & quizzes
- Email marketing
- Digital out of home
- Geofencing
- Local news websites
- Native advertising
- Online video advertising
- Search engine marketing
- Search engine optimization
- Social media marketing
- Virtual events
- Website development
- And more!

**Ask for a custom
proposal to target
your audience!**

Audience Extension: Targeted digital ads delivered to your ideal customer – not just on our website, but across the whole web. Deliver your message as defined by geography, age, interests, and more. Geofencing offers precision targeting! And, we work directly with ad exchanges to cut out the middle man and provide more productive campaigns. Detailed reporting included! Ask for a custom quote!

Contests: Build your brand by using ours. Let us promote and host a contest for you – everything from ugly Christmas sweater to favorite movie to cutest pet. You provide a prize and we share the entry emails. Custom packages include digital, print and social media promotion, and start at \$250.

Digital out of home: See email.

Need additional digital services?
Contact us for more
information at 208-542-6701.

Display Advertising Rates

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Contact us

> Tom Farrer | 208.542.6716 | tfarrer@postregister.com
> Lindsay Hackett | 208.970.9812 | lhackett@postregister.com
> Donna Nims | 208.542.6701 | dnims@postregister.com

> Carlee Poliski | cpoliski@postregister.com | 208-542-6768.
> Robin Witbeck | 208.569.4159 | rwitbeck@postregister.com

Modular Rates

Size	Specs	13x	8x	6x	4x	1x
Full page 60,000 impressions	9.83" W x 20" H	\$960	\$1,110	\$1,160	\$1,210	\$1,360
Half page 60,000 impressions	9.83" W x "10" H	\$580	\$680	\$780	\$880	\$905
1/4 page 30,000 impressions	4.82" W x 10" H	\$315	\$365	\$405	\$495	\$545
1/8 page 15,000 impressions	4.82" W x 5" H	\$200	\$250	\$275	\$310	\$350
1/16 page 7,000 impressions	3.15" W x 3.5" H	\$120	\$135	\$150	\$160	\$175

Prices per insertion. Prices are net, no agency discounts,. Online impressions run within 7 days of print.

Ask your MMAE about advertising in our sister publications!

IDAHO

- Challis Messenger
- E.I. Business Journal
- Farm & Ranch
- Idaho State Journal

• Jefferson Star

- Montpelier News-Examiner
- Preston Citizen
- Standard Journal
- Teton Valley News

UTAH

- Logan Herald
- Tremonton Leader

**Broadsheet
ad sizes**

Full Page

Half Page

1/16

1/4 Page

1/8

Post Register Inserts

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Contact us

> Delores Munoz | dmunoz@postregister.com | 208-542-6796

Contact us

> 208.542.6701

Insert Pricing

Single sheet\$60

Print & Deliver

Your full color, 2-sided, 8.5" x 11" glossy flyer in the Post Register for under \$1,000! Call for a quote.

- Full run required for all preprints

Ask us about custom printing and direct mail options!

	1x	13x	39x	52x
4 tab	\$60	\$57	\$53	\$50
8 tab	\$62	\$60	\$58	\$56
12 tab	\$64	\$62	\$59	\$55
16 tab	\$66	\$64	\$60	\$58
20 tab	\$68	\$65	\$61	\$59
24 tab	\$70	\$68	\$65	\$61
28 tab	\$72	\$69	\$66	\$62
32 tab	\$74	\$70	\$69	\$65
36 tab	\$76	\$74	\$70	\$69
40 tab+	\$78	\$75	\$71	\$70

Front Page Advertising

With over 60,000 daily readers of the Post Register, your ad will be the first thing they see!

• **Spadea 'wrap around' ...\$2,900**



• **Front page stickers ...\$899**



• **Lowrider print ad ...\$399**



*Space is extremely limited for Front Page Advertising options. Deadlines for creative are generally two weeks prior to publication although 'rush' options may be possible for an additional fee.

Front page of Outdoors and Smart Living sections also available ... \$299 each

Special Sections

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Special Section Pricing

> Ask your advertising rep about special discounts for purchasing ads in multiple sections. Special sections deadlines and pricing may change. Confirm with your Multimedia Advertising Representative.

Broadsheet on newsprint

Full page (9.83" x 20"):	\$875
1/2 page (9.83" x 10"):	\$475
1/4 page (4.8" x 10"):	\$275
1/8 page (4.8" x 5"):	\$145

Short tab on newsprint

Full page (9.875" x 9.75"):	\$599
1/2 page (9.875" x 4.7"):	\$349
1/4 page (4.85" x 4.7"):	\$189
1/8 page (4.85" x 2.4"):	\$99

Glossy magazine

Full page (7.5" x 9.25"):	\$895
1/2 page (7.5" x 4.5"):	\$495
1/4 page (3.5" x 4.5"):	\$295
1/8 page (3.5" x 2.25"):	\$155

Medical Guide

Full page (7.5" x 9.25"):	\$1,350
1/2 page (7.5" x 4.5"):	\$845
1/4 page (3.5" x 4.5"):	\$595
1/8 page (3.5" x 2.25"):	\$300

Advertising in special sections is a great way to reach a more targeted audience. With our wide variety of sections and expanded reach, special sections are a great opportunity to reach your target audience at the right time, in the right place.

Many of these publications are distributed in multiple communities. They are also carefully timed to reach the right audience. For example, Here Comes the Bride comes out right before the East Idaho Bridal Fair, and East Idaho Angler comes out right before the East Idaho Fly Tying Expo. In addition, PDFs of many of these publications will be emailed out to an additional 10,000 people who have expressed an interest in the publication's topic.

Don't miss this opportunity to get your ad in the right hands at the right time.

JANUARY



Restaurant Guide

Deadline: Jan. 6
Post Register: Jan. 24
Standard Journal: Jan. 26
glossy magazine



Estate Planning

Deadline: Jan. 18
Post Register: Feb. 31
Standard Journal: Feb. 2
broadsheet

FEBRUARY



Senior Living

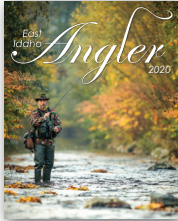
Deadline: Feb. 3
Post Register & Idaho State Journal: Feb. 21
Standard Journal: Feb. 23
Jefferson Star: Feb. 24
short tab

Special Sections

2021 Media Guide

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MARCH



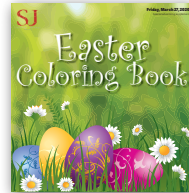
East Idaho Angler
Deadline: March 10
Post Register: March 28
Standard Journal: March 30
glossy magazine



Born in 2020
Deadline: March 8
Post Register: March 28
glossy magazine



Spring Sports Preview
Deadline: March 11
SJ: March 26
short tab

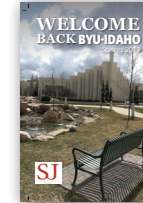


Easter Coloring Book
Deadline: March 8
Standard Journal: March 19
short tab

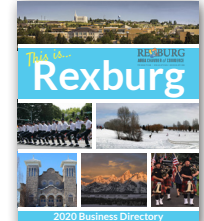


Here Comes the Bride
Deadline: Feb. 24
PR: March 14
SJ: March 16
glossy magazine

APRIL



Welcome Back BYU-Idaho
Deadline: April 1
Standard Journal: April 16
glossy pocket magazine

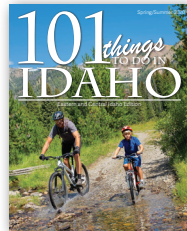


Chamber Magazine
Deadline: April 9
Standard Journal: April 27
glossy magazine

MAY



Senior Living
Deadline: April 14
Post Register & Idaho State Journal: May 2
Standard Journal: May 4
Jefferson Star: May 5
short tab



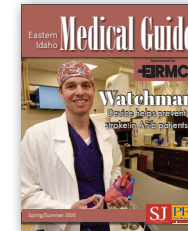
101 Things to do in Idaho
Deadline: May 4
Post Register: May 23
Standard Journal: May 25
magazine



Sports Stars
Deadline: May 5
Post Register: May 23
short tab



Sports Stars
Deadline: May 5
Standard Journal: May 21
short tab



Medical Guide
Deadline: May 1
Post Register: May 30
Standard Journal: June 1
glossy magazine

JUNE



Best of 2021
Deadline: June 9
Post Register: June 27
short tab

JULY



Fourth of July
Deadline: June 21
Standard Journal: July 2
short tab



Idaho International Summerfest
Deadline: June 30
Standard Journal: July 9
broadsheet



Pioneer Days
Deadline: July 7
Standard Journal: July 20
broadsheet



Silver Stars
Deadline: July 7
Post Register: July 25
short tab



Our Town
Deadline: July 14
Standard Journal: July 30
glossy magazine

Special Sections

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AUGUST



Senior Living

Deadline: August 4
Post Register &
Idaho State Journal: Aug. 22
Standard Journal: Aug. 24
Jefferson Star: Aug. 25
short tab



Kickoff

Deadline: Aug. 17
Post Register: Aug. 27
broadsheet

SEPTEMBER



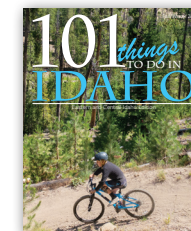
Fall Sports Preview

Deadline: Aug. 19
Standard Journal: Sept. 3
short tab



Welcome Back BYU-Idaho

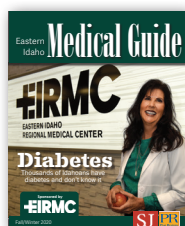
Deadline: Aug. 25
Standard Journal: Sept. 10
glossy pocket magazine



101 Things to do in Idaho

Deadline: Sept. 8
Post Register: Sept. 26
Standard Journal: Sept. 28
magazine

OCTOBER



Medical Guide

Deadline: Oct. 6
Post Register: Oct. 24
Standard Journal: Oct. 26
glossy magazine



Progress

Deadline: Oct. 18
Standard Journal: Oct. 26
broadsheet

NOVEMBER



Ski Club

Deadline: Oct. 25
Post Register: Nov. 7
short tab

Holiday Catalog

Deadline: Nov. 1
Post Register: Nov. 25
Standard Journal: Nov. 26
short tab



Senior Living

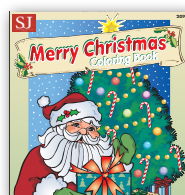
Deadline: Nov. 8
Post Register &
Idaho State Journal: Nov. 28
Standard Journal: Nov. 30
Jefferson Star: Dec. 1
short tab

DECEMBER



Winter Sports Preview

Deadline: Nov. 15
Standard Journal: Dec. 3
short tab



Christmas Coloring Book

Deadline: Nov. 17
Standard Journal: Dec. 3
short tab



2021 Calendar

Deadline: Dec. 19
Post Register: Dec. 19
Standard Journal: Dec. 21
glossy

Progress

Deadline: Dec. 8
Post Register: Dec. 26
broadsheet



Christmas Story

Deadline: Dec. 10
Standard Journal: Dec. 24
short tab



Letters to Santa

Deadline: Dec. 14
Post Register &
Standard Journal: Dec. 24
broadsheet

Terms and Conditions

- a.** We will be happy to offer new advertisers credit upon the approval of a Post Register credit application. Until your credit is approved, you may pay for your advertising with MasterCard, Discover Card, VISA, American Express cashier's check or money order.
- b.** Advertising is payable by the 10th of the following month.
- c.** If for some reason you fail to pay for your advertising within 60 days of billing, you will incur a FINANCE CHARGE of 1.5% per month, not to exceed 18% annually, which will be added on to the next statement.
- d.** If an advertiser utilizes an advertising agency, both are responsible for payment and completion of all contracts.

General Policy

- a.** Although every effort will be made to make sure your ad runs without errors, some mistakes do occur. If we run your ad with a significant error or omission, we will gladly submit a letter of correction, but we cannot be held responsible for any loss beyond the actual value of the advertising space itself. To help ensure that we have your ad correct, we will provide a proof at your request. We can FAX ads smaller than 1/4 page.
- b.** On multiple run advertising, we will spot check your ad for errors on the first day the advertising appears. Please call us on the first day if your ad runs incorrectly. We will correct the ad for future insertions.
- c.** To maintain the quality of our paper, from time to time it is necessary to revise or reject advertising. If we edit your ad, we will do so only with your consent. If we reject your

ad, we will help you redesign or rewrite your copy at your request. The publisher reserves the right to place 'Paid Advertisement' above any advertisement. Advertisers assume all responsibility for content of the advertisement they authorize. The Post Register may in its sole discretion edit, classify, or reject any advertising copy or ad submitted by the advertiser.

- d.** We will make every effort to return your art elements just as soon as your schedule is complete. We cannot be responsible for advertising materials left in our possession for more than 30 days.
- e.** We will try to fulfill position requests whenever you indicate a preference, but position is often dictated by press requirements, ad size or annual advertising expenditures. Please let us know when you have a preference. We will do our best to comply. We do not guarantee page or section position without 20% premium.
- f.** For your convenience advertising may be canceled or postponed up to 10 a.m. one working day prior to publication. Deadline for advertising is three working days prior to publication. Cancellations after 10 a.m. will be billed at full rate.
- g.** According to federal law, discrimination in employment or housing ads because of sex, race, religion or disability is prohibited.

Specs & Deadlines

2021 Media Guide

[More Local](#) | [More Reach](#) | [More Results](#)

Accepted Formats:

- Acrobat PDF (fonts 100% embedded)
- Adobe InDesign PDF (fonts 100% embedded)
- EPS, TIFF or JPEG files (all fonts outlined or embedded).

All ad files must be exact print size. No nested files - eps files that contain eps files.

Unaccepted Formats:

- Microsoft Publisher
- Microsoft Word/Works
- Corel Draw
- Microsoft Excel
- Microsoft PowerPoint
- PageMaker

Mechanical Requirements

ROP - 6 column format: 1.48" column, 20" deep

Classified - 8 column format: 1.08" column, 20" deep

Tabloid - 2 column format: 4.7" column, 9.75" deep

<u>ROP & Classified</u>	<u>Tabloid</u>
1 col.....1.48"	1 col.....4.7"
2 col3.15"	2 col9.57"
3 col4.82"	
4 col6.49"	
5 col8.16"	
6 col9.83"	

Photographs/Graphics

- Color mode: CMYK, Grayscale or Spot. ABSOLUTELY NO RGB IMAGES. Please do not use color images in ads that will run grayscale.
- Resolution 160-200 dpi for photos, no less than 600 for line art. Images should be saved at actual size.

If you have questions, please feel free to call Creative Services at 208.522.1800 ext. 1177

Deadlines

Publication Date	Ticket/Copy Deadline	Ads Cleared
Tuesday	Friday at 5 p.m.	Monday at 5 p.m.
Wednesday	Monday at 5 p.m.	Tuesday at 5 p.m.
Thursday e-edition	Tuesday at 5 p.m.	Wednesday at 5 p.m.
Friday	Wednesday at 5 p.m.	Thursday at 5 p.m.
Sunday	Thursday at 5 p.m.	Friday at 5 p.m.
Sun./Lazy Sunday	Monday at 5 p.m.	Tuesday at 5 p.m. (following week)

*Major holiday deadlines vary. Contact your MMAE for details.