

2025 Rate Card



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

Post Register

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.

Cutting edge:

Our digital solutions are based on state-of-the-industry technology.



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.

Cover photos: Left/middle by Courtney Hernandez, Idaho Falls Downtown Development

[illegible]

Digital Advertising Rates

2025 Media Guide

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

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. \$10 CPM, about \$300.

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.

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: The impact of outdoor advertising with the precision targeting of digital ads. Reach your audience with ads shown on screens in public areas. Includes digital billboards, gas pumps, screens in waiting rooms and more! An effective addition to any advertising campaign.

Need additional digital services?

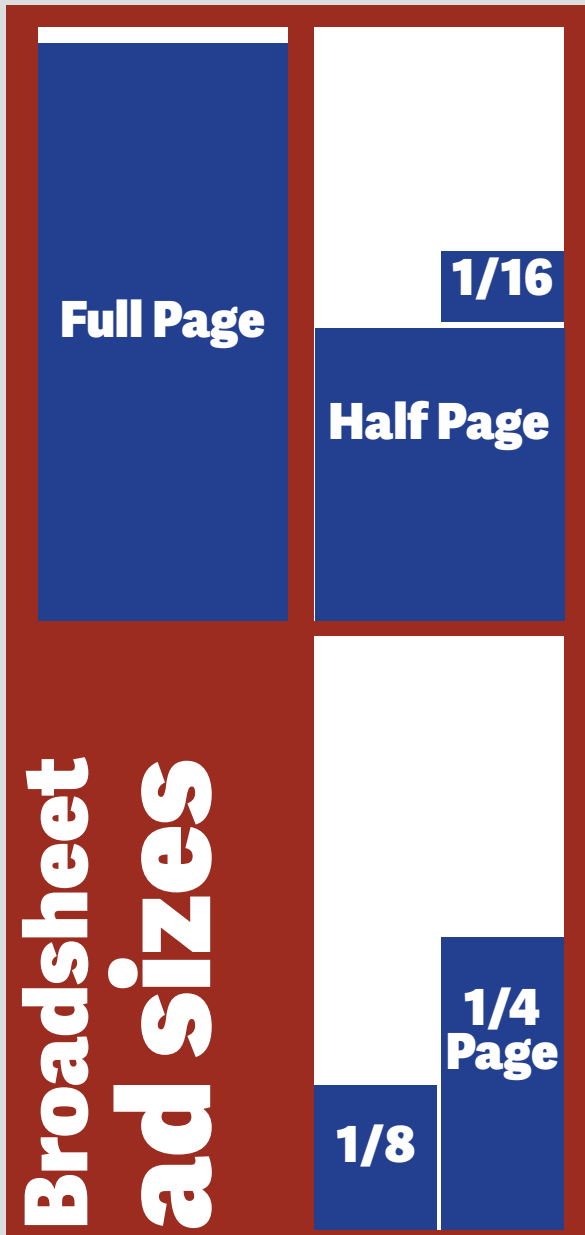
Contact us for more information
at (208) 542-6701.



Display Advertising Rates

2025 Media Guide

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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 start 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
- The News-Examiner
- Preston Citizen
- Rexburg Standard Journal

- Teton Valley News

UTAH

- Logan Herald
- Tremonton Leader

Advertising Options

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Front Page Advertising

With over 28,000 daily readers of the Post Register, your ad will be the first thing they see!

• **Spadea 'wrap around' ... \$1,750**



• **Front page virtual stickers ... \$199**



• **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.

Insert Pricing

Starting at \$420 for up to 8 pages

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!

Special Sections

2025 Media Guide

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

JANUARY



Avvy Savvy

Publishes in
Post Register
&
Standard
Journal
broadsheet



Restaurant Guide

Publishes in
Post Register &
Standard Journal
magazine



Idaho Falls Chamber Directory

magazine

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. In addition, PDFs of many of these publications will be emailed out to our readers and those who have expressed an interest in the publication's topic to ensure they don't miss it!

FEBRUARY



East Idaho Angler

Publishes in
Idaho State Journal,
Post Register &
Standard Journal
magazine



Senior Living

Publishes in
Idaho State Journal,
Jefferson Star, Post
Register &
Standard Journal
tabloid



Here Comes the Bride

Publishes in
Idaho State Journal, Jefferson
Star, Post Register &
Standard Journal
magazine

MARCH



Born in 2023

Publishes in
Post Register
magazine

APRIL



208 Things To Do In Idaho

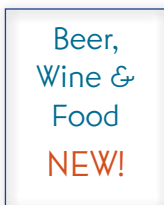
Publishes in Idaho State
Journal, Jefferson Star, Post
Register & Standard Journal
magazine



Southeast Idaho Youth Report

Distributed to
schools
tabloid

MAY



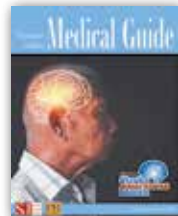
Beer, Wine & Food

TBD
magazine



Sports Stars

Publishes in
Jefferson Star &
Post Register
tabloid



Medical Guide

Publishes in
Post Register &
Standard Journal
magazine



Senior Living

Publishes in
Idaho State Journal,
Jefferson Star, Post Register
& Standard Journal
tabloid



Yellowstone Tourism Guide

Publishes in Idaho,
Montana & N. Utah
papers
magazine

JUNE



Readers' Choice

Publishes in
Post Register
tabloid

Special Sections

2025 Media Guide

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

JULY



Fourth of July

Publishes in
Post Register
Format TBD



Silver Stars

Publishes in
Post Register
tabloid

AUGUST



Kickoff

Publishes in
Jefferson Star
&
Post Register
broadsheet



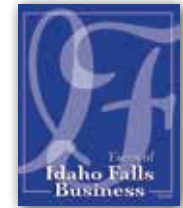
Senior Living

Publishes in
Idaho State Journal,
Jefferson Star, Post Register
& Standard Journal
tabloid



Fair Times

Publishes in
all East Idaho
papers & N. Utah
tabloid



Faces of Idaho Falls Business

Publishes in
Post Register
magazine

SEPTEMBER



208 Things To Do In Idaho

Publishes in Idaho State
Journal, Jefferson Star, Post
Register & Standard Journal
magazine



Southeast Idaho Youth Report

Distributed to
schools
tabloid

OCTOBER



Estate Planning

Publishes in
Post Register
&
Standard Journal
broadsheet



Medical Guide

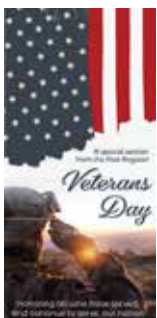
Publishes in
Post Register &
Standard Journal
magazine



Fall Home

Publishes in
Jefferson Star, Post
Register & Standard
Journal
tabloid

NOVEMBER



Veterans Day

Publishes in
Post Register
broadsheet



Kids Matter

Publishes in
Post Register
tabloid



Thanks & Giving

Publishes in
Idaho State Journal,
Jefferson Star, Post
Register & Standard
Journal
tabloid



Senior Living

Publishes in
Idaho State Journal,
Jefferson Star, Post
Register & Standard
Journal
tabloid

DECEMBER



Progress

Publishes in
Post Register
broadsheet



Women of Influence

Publishes in
Idaho State Journal,
Jefferson Star, Post
Register & Standard
Journal
tabloid

Special Sections Pricing

2025 Media Guide

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Magazines (8x10)

Full E-brite:

208 Things To Do In Idaho (Spring & Fall)

Full page (7.5" x 9.25")	\$799
1/2 page (7.5" x 4.5")	\$499
1/4 page (3.5" x 4.5")	\$349
1/8 page (3.5" x 2.25")	\$189

Restaurant Guide

Full page (7.5" x 9.25"):

\$500 Cash or Gift Card Trade (33 @ \$25 ea.)

E-brite with 4-page gloss cover:

Born In (Cutest Baby)

Full page (7.5" x 9.25")	\$799
1/2 page (7.5" x 4.5")	\$499
1/4 page (3.5" x 4.5")	\$349
1/8 page (3.5" x 2.25")	\$210
Glossy full page (Inside front, inside back)	\$999
Back Cover	\$1,299

East Idaho Angler

Full page (7.5" x 9.25")	\$799
1/2 page (7.5" x 4.5")	\$499
1/4 page (3.5" x 4.5")	\$349
1/8 page (3.5" x 2.25")	\$210
Glossy full page (Inside front, inside back)	\$999
Back Cover	\$1,299

Here Comes the Bride

Full page (7.5" x 9.25")	\$799
1/2 page (7.5" x 4.5")	\$499
1/4 page (3.5" x 4.5")	\$349
1/8 page (3.5" x 2.25")	\$210
Glossy full page (Inside front, inside back)	\$999
Back Cover	\$1,299

Yellowstone Tourism Guide

Full page (7.5" x 9.25")	\$799
1/2 page (7.5" x 4.5")	\$499
1/4 page (3.5" x 4.5")	\$349
1/8 page (3.5" x 2.25")	\$210
Glossy full page (Inside front, inside back)	\$999
Back Cover	\$1,299

Full Gloss

Chamber Directory Ask for details

Faces of Idaho Falls Business

Full page	\$1,350
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Medical Guide (Spring & Fall)

Full page (7.5" x 9.25")	\$1,400
1/2 page (7.5" x 4.5")	\$895
1/4 page (3.5" x 4.5")	\$645
Sponsorship: (Back cover, no limit on contributed content)	\$3,500

Tabloid (10x10)

Full E-brite:

Fair Times

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")	\$199
1/8 page (4.85" x 2.4")	\$119

Fall Home

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")	\$199
1/8 page (4.85" x 2.4")	\$119

Kids Matter

Full page (9.875" x 9.75")	\$499
1/2 page (9.875" x 4.7")	\$299
Lowrider (9.875" x 2")	\$99
Sponsorship:	Ask for pricing

Readers' Choice (Best of 2024)

Advertising & Sponsorships Ask for pricing

Silver Stars

Full page (9.875" x 9.75")	\$999
1/2 page (9.875" x 4.7")	\$499
1/4 page (4.85" x 4.7")	\$359
1/8 page (4.85" x 2.4")	\$199
Sponsorship:	Ask for pricing

Sports Stars

Full page (9.875" x 9.75")	\$619
1/2 page (9.875" x 4.7")	\$369
1/4 page (4.85" x 4.7")	\$209
1/8 page (4.85" x 2.4")	\$119
Sponsorship:	Ask for pricing

Women of Influence

Full page (9.875" x 9.75")	\$999
1/2 page (9.875" x 4.7")	\$499
1/4 page (4.85" x 4.7")	\$359
1/8 page (4.85" x 2.4")	\$199
Sponsorship:	Ask for pricing

Southeast Idaho Youth Report

Full page (9.875" x 9.75")	\$650
1/2 page (9.875" x 4.7")	\$400
1/4 page (4.85" x 4.7")	\$250

E-brite with 4-page gloss cover:

Senior Living (quarterly edition)

Full page (9.875" x 9.75")	\$619
1/2 page (9.875" x 4.7")	\$369
1/4 page (4.85" x 4.7")	\$209
1/8 page (4.85" x 2.4")	\$119
Glossy full page (pgs 2, 3, 4 or last 3 pages)	\$719
Back Cover	\$819

Special Sections Pricing

2025 Media Guide

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

Broadsheet

Full E-brite:

Estate Planning

Full page (9.83" x 20").....	\$895
1/2 page (9.83" x 10").....	\$495
1/4 page (4.8" x 10").....	\$295
1/8 page (4.8" x 5").....	\$185
1/16th page (3.15" x 3.5").....	\$99

Football Kickoff

Full page (9.83" x 20").....	\$895
1/2 page (9.83" x 10").....	\$495
1/4 page (4.8" x 10").....	\$295
1/8 page (4.8" x 5").....	\$185
1/16th page (3.15" x 3.5").....	\$99

Progress

Full page (9.83" x 20").....	\$895
1/2 page (9.83" x 10").....	\$495
1/4 page (4.8" x 10").....	\$295
1/8 page (4.8" x 5").....	\$185
1/16th page (3.15" x 3.5").....	\$99

Veterans Day

Full page (9.83" x 20").....	\$895
1/2 page (9.83" x 10").....	\$495
1/4 page (4.8" x 10").....	\$295
1/8 page (4.8" x 5").....	\$185
1/16th page (3.15" x 3.5").....	\$99

****Special sections deadlines and pricing may change. Confirm with your Multimedia Advertising Representative.**

Special Events

Connect with your audience in a whole new way! Be a part of the annual events that honor local community members:

Kids Matter: Shining a light on great kids and their involvement in the community.

Merry Makers' Market: A curated craft fair, returning in November for the third year.

Readers' Choice: Highlighting the best businesses and people in the community, as voted on by our readers.

Silver Stars: Honoring Eastern Idahoans 55+ for their contributions and accomplishments

Sports Stars: A spotlight on some of the best local high school athletes.

Women of Influence: Recognizing amazing women who make East Idaho great.

Contact your advertising representative for sponsorships and pricing.

Yearly Advertising

Reach dedicated readers or a new audience on a consistent basis with these options:

East Idaho Business Journal: Published on the last Tuesday of each month, spotlights the business community.

Hometown Welcome: Full color direct mailer sent out each month to every new family that moves to the area, plus targeted digital advertising.

Weekly Escape: Our weekly insert filled with local entertainment, puzzles and games.

Contact us

Post Register Advertising
208.542.6701
pradvertising@postregister.com

➤ Ask your advertising rep about special discounts for purchasing ads in multiple sections.



Upper Valley Focus

2024



JANUARY



**Welcome Back
BYU-Idaho Winter**
Distributed to BYU-I
students
pocket magazine

MARCH



**Spring Sports
Preview**
tabloid

APRIL



**Welcome Back
BYU-Idaho Spring**
Distributed to BYU-I
students
pocket magazine

MAY



Sports Stars
tabloid

JUNE



**Faces of the
Upper Valley**
magazine

JULY



Fourth of July
tabloid



**Pioneer
Days**
broadsheet

SEPTEMBER



Fall Sports Preview
tabloid



**Welcome Back
BYU-Idaho Fall**
pocket magazine

DECEMBER



Winter Sports Preview
tabloid

Contact us

➤ Earlene Poole

208.745.8701 or 208.520.8088 | epoole@jeffersonstarnews.com

➤ Delane Jordan

208.356.5441, ext. 570018 or 503.679.7854 | djordan@uvsj.com

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.**



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. Invoicing via PayPal is also available; service fees may apply.
- 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.
- e.** 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.

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.
- 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

2025 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 - 6 column format: 1.08" column, 20" deep

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

ROP & Classified

1 col.....1.48"
2 col3.15"
3 col4.82"
4 col6.49"
5 col8.16"
6 col9.83"

Tabloid

1 col.....4.7"
2 col9.57"

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 Day	Ticket/Copy Deadline	Ads Approved
Tuesday	Friday at 5 p.m.	Monday by 5 p.m.
Wednesday	Monday at 5 p.m.	Tuesday by 5 p.m.
Thursday e-edition	Tuesday at 5 p.m.	Wednesday by 5 p.m.
Friday	Wednesday at 5 p.m.	Thursday by 5 p.m.
Saturday	Thursday at 5 p.m.	Friday by 5 p.m.
Weekend Escape	Monday at 5 p.m.	Tuesday by 5 p.m.

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

**Deadlines are for regular display advertising. Does not apply to Special Sections.



