

Marketing Solutions

For Eastern Idaho

2020 Media Guide



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

Post Register

2020 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 print ads, supported by our robust digital options, deliver your message with:

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

Trust: Readers trust print more than other types of media.

Target audience: Eastern Idaho's news source.

High engagement: Readers are focused on our pages.

Solid ad recall and branding: Readers remember ads.

Post Register
Coverage Area



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.

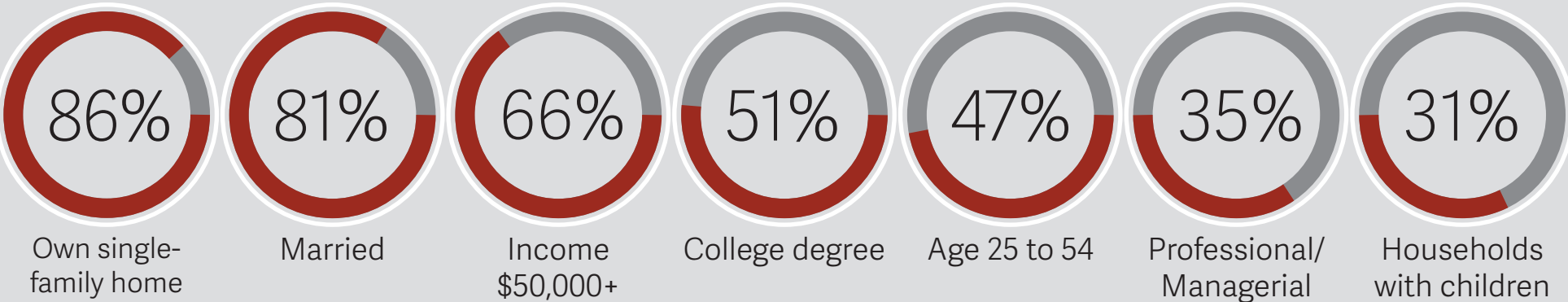


Post Register Audience

2020 Media Guide

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

50,000 DAILY READERS



IDAHO FALLS

Population: 61,000.
4th largest city in Idaho.
Median age: 33.1 years
23,286 households
Median income: \$48,196
Annual growth rate: 1.78% (2017)
High school graduates: over 90%
College degree: 37%

Household Readership Facts

93% Read retail ads
92% Read advertising inserts
89% Read classified ads

Be sure your message is in front of our reader shoppers!

Planned purchases over next 12 months	What our readers will spend
16% plan to buy a new or used vehicle	\$396,900,000
59% plan to eat out	\$53,525,640
15% plan on routine medical & dental visits	\$24,149,202
53.3% will shop in general retail outlets	\$26,863,200

Just a few types of purchases total over \$500,000,000 in reader spending!

Farm & Ranch

2020 Media Guide

333 Northgate Mile, Idaho Falls, ID | Phone: 208.542.6720 | www.postregister.com/farmandranch

Contact us

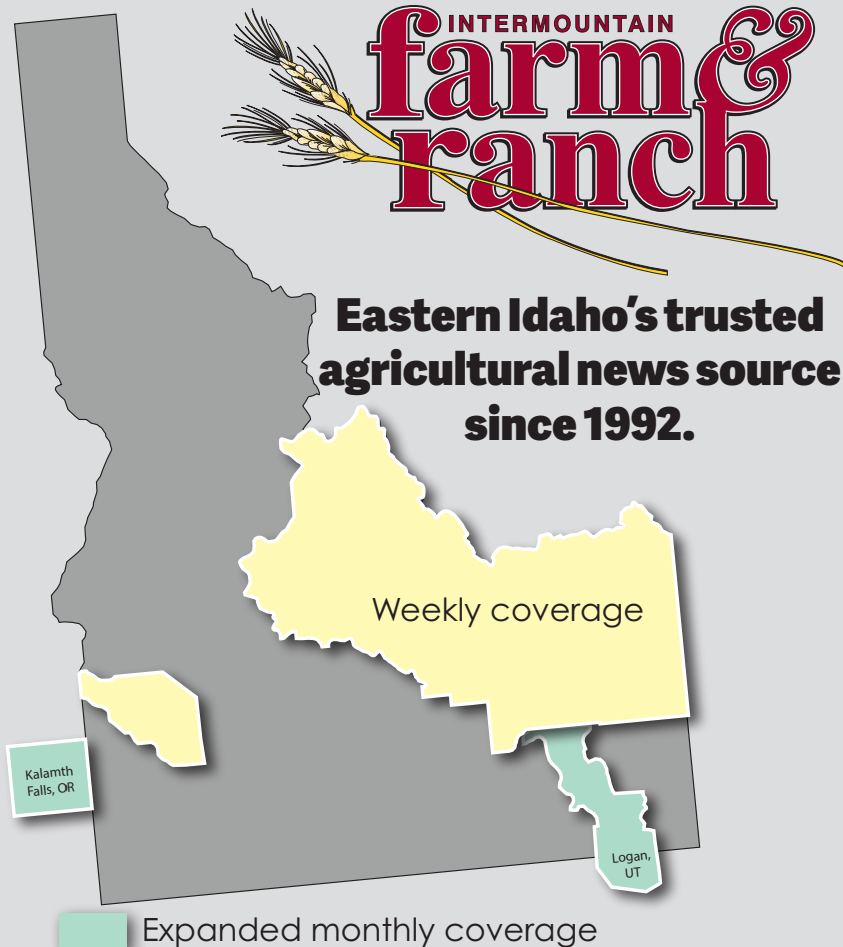
> Robin Witbeck | 208.542.6720 | rwitbeck@postregister.com

What we offer

- Favorites including local columns, Baxter Black and more.
- Commodity prices and industry data.
- 4H and FFA spotlight.
- Snowfall and water level reports.
- Local, regional, state and national agriculture news.
- Published every Friday in the Post Register and Idaho Press in Nampa.
- Expanded distribution on the first Friday including Standard Journal, Idaho State Journal, Montpelier News Examiner, Preston Citizen Logan Herald Journal, Tremonton Leader, and the Herald and News.
- Space deadline is Tuesday prior to publication at noon.
- Creative deadline is Wednesday prior to publication at 5 p.m.

Publication Rates

Size	48x	26x	12x	6x	3x	1x
Full page	\$820	\$865	\$910	\$999	\$1,045	\$1,335
1/2 page	\$505	\$535	\$560	\$615	\$645	\$725
1/4 page	\$265	\$280	\$295	\$308	\$340	\$364
1/8 page	\$170	\$175	\$185	\$205	\$215	\$228
1/16 page	\$105	\$110	\$115	\$125	\$135	\$143



**Monthly expanded circulation
special editions!**

Digital Advertising Rates

2020 Media Guide

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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... the Post Register takes 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 320x50 mobile unit: Top of page exclusive placement; user must scroll down to access postregister.com content. \$100 per day or \$500 per week.

Digital Display Ads

728x90 + 320x50 mobile ad unit

300x600 + 300x250 mobile ad unit

300x250

All digital placements appear on the responsive mobile version of postregister.com, \$10 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. \$350 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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www.PostRegister.com

REVEAL AD



BANNER AD

Top Stories



I.F. Police: Man arrested on multiple charges after attacking 3 people, damaging vehicles



Between 600 and 900 Yellowstone bison to be culled this winter

3 hrs ago
CHICO HOT SPRINGS — Bison managers here Wednesday agreed to try to cull between 600 and 900 Yellowstone bison through hunting and capture-for-slaughter operations this winter.

DISPLAY AD

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.

Need additional digital services?

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

Business Journal

2020 Media Guide

www.idahostatejournal.com/business_journal

Contact us

> Donna Nims | 208.542.6701 | dnims@postregister.com

**Region's only business journal with
more than 90,000 monthly readers!**



Plus it's provided to members of local Chambers of Commerce!



**Publishes the last
Tuesday of each month.**

**Ask about frequency
discounts!**

Rates

Ad Sizes	Dimensions	Price
Full page - back page	9.875" wide by 10" high	\$1,650
Full page	9.875" wide by 9.625" high	\$1,400
Half page horizontal	9.875" wide by 4.937" high	\$800
Quarter page	4.875" wide by 4.937" high	\$450
Eighth page	4.875" wide by 2.41" high	\$275

www.EastIdahoBusinessJournal.com

Display Advertising Rates

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Contact us

> Sarah Day | 208.542.6796 | sday@postregister.com
> Tom Farrer | 208.542.6716 | tfarrer@postregister.com
> Lindsay Hackett | 208.970.9812 | lhackett@postregister.com

> Donna Nims | 208.542.6701 | dnims@postregister.com
> Robin Witbeck | 208.542.6720 | rwitbeck@postregister.com

Modular Rates

Size	Specs	13x	8x	6x	4x	1x
Full page (118.5")	9.83" W x 19.75" H	\$860	\$910	\$960	\$1,110	\$1,260
Half page (60")	9.83" W x "10" H	\$460	\$560	\$660	\$760	\$835
1/4 page (30")	4.72" W x 10" H	\$245	\$295	\$335	\$425	\$475
1/8 page (15")	4.82" W x 5" H	\$135	\$185	\$210	\$265	\$305
1/16 page (7")	3.15" W x 3.5" H	\$100	\$115	\$130	\$140	\$160

Non-modular Open rate is \$21.50 PCI

Ask your ad rep 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

1/4 Page

1/8

1/16

Post Register Inserts

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Contact us

> Sarah Day | 208.542.6796 | sday@postregister.com

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

Contact us

> 208.542.6701 | advertising@postregister.com

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**

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.** In order to keep our rates the lowest in the region, 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.

Digital File Requirements

Please follow all instructions carefully

When sending any files digitally, please adhere to the

Specs & Deadlines

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following system requirements. We will only accept files that follow the media guidelines outlined below and meet our specifications. While we process these files to the best of our ability, we cannot guarantee file comparability or font conversion. File adjustments or corrections will be billed at \$50 per hour with a minimum charge of \$25. The Post Register utilizes Macintosh-based systems.

All artwork/document files **MUST** be in one of the accepted programs listed.

Computer platform: Macintosh or PC files

Compression Utilities: • Stuff It • PK Zip • WinZip

Accepted Data Transfer: • CD/DVD • Jump Drive

- Email: ad@postregister.com (all ad files) include account name, contact information and run date.
- ftp.postregister.com (login: AdvertisingUpload password: Please call for password)

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

Spot Color: The Post Register stocks the following spot color ink:

●●●●● **SPOT RED** Bright Red ●●●●● **SPOT PURPLE** Deep Purple ●●●●● **SPOT BLUE** Reflex Blue
●●●●● **SPOT GREEN** Bright Green ●●●●● **SPOT TEAL** Deep Teal ●●●●● **SPOT ORANGE** Bright Orange

Mechanical Requirements

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

Classified - 8 column format: 1.08" column, 19.75" deep

Tabloid - 2 column format: 4.7" column, 15.75" deep

ROP	Classified	Tabloid
1 col.....1.48"	1 col.....1.48"	1 col.....4.7"
2 col.....3.15"	2 col.....3.15"	2 col.....9.57"
3 col.....4.82"	3 col.....4.82"	
4 col.....6.49"	4 col.....6.49"	
5 col.....8.16"	5 col.....8.16"	
6 col.....9.83"	6 col.....9.83"	

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	Thursday at 5 p.m.	Monday at 5 p.m.
Wednesday	Monday at 5 p.m.	Tuesday at 5 p.m.
Thursday eEdition	Tuesday at 5 p.m.	Wednesday at 5 p.m.
Farm & Ranch	Tuesday at 5 p.m.	Thursday at noon
Friday	Wednesday at 5 p.m.	Thursday at 5 p.m.
Sunday	Thursday at 5 p.m.	Friday at 5 p.m.
Lazy Sunday	Monday at 5 p.m.	Tuesday at 5 p.m.
PR Extra	Tuesday at 5 p.m.	Wednesday at 5 p.m. (for following week)

*Major holiday deadlines vary. Contact your advertising representative for details.