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.
50,000 DAILY READERS

- 86% Own single-family home
- 81% Married
- 66% Income $50,000+
- 51% College degree
- 47% Age 25 to 54
- 35% Professional/Managerial
- 31% Households with children

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!

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

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

Source: Pulse Research
Farm & Ranch


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.
• Space deadline is Tuesday prior to publication at noon.
• Creative deadline is Wednesday prior to publication at 5 p.m.

Publication Rates

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

Monthly expanded circulation special editions!
“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 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.
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.
Region’s only business journal with more than 90,000 monthly readers!

More Inside
- Two Rigby Craft Stores become one
- East Idaho Batteries Plus owner takes unconventional path to success
- Pocatello-based Ideas on Wood expands to Walmart
- Rocky Mountain Chocolate Factory sets up shop in Rexburg

Publishes the last Tuesday of each month.

Ask about frequency discounts!

Rates

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page - back page</td>
<td>9.875&quot; wide by 10&quot; high</td>
<td>$1,650</td>
</tr>
<tr>
<td>Full page</td>
<td>9.875&quot; wide by 9.625&quot; high</td>
<td>$1,400</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>9.875&quot; wide by 4.937&quot; high</td>
<td>$800</td>
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<tr>
<td>Quarter page</td>
<td>4.875&quot; wide by 4.937&quot; high</td>
<td>$450</td>
</tr>
<tr>
<td>Eighth page</td>
<td>4.875&quot; wide by 2.41&quot; high</td>
<td>$275</td>
</tr>
</tbody>
</table>

Display Advertising Rates

2020 Media Guide

More Local | More Reach | More Results

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

<table>
<thead>
<tr>
<th>Modular Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
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<tr>
<td>Full page (118.5”)</td>
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<tr>
<td>Half page (60”)</td>
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<tr>
<td>1/4 page (30”)</td>
</tr>
<tr>
<td>1/8 page (15”)</td>
</tr>
<tr>
<td>1/16 page (7”)</td>
</tr>
</tbody>
</table>

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

UTAH
- Logan Herald
- Tremonton Leader

IDAHO
- Jefferson Star
- Montpelier News-Examiner
- Preston Citizen
- Standard Journal
- Teton Valley News

Broadsheet ad sizes

Full Page
Half Page
1/8 Page
1/4 Page
1/16 Page
Contact us
Sarah Day | 208.542.6796 | sday@postregister.com

Contact us
208.542.6701 | advertising@postregister.com

Insert Pricing

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>13x</th>
<th>39x</th>
<th>52x</th>
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<tr>
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<td>8 tab</td>
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<tr>
<td>40 tab+</td>
<td>$78</td>
<td>$75</td>
<td>$71</td>
<td>$70</td>
</tr>
</tbody>
</table>

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.

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

Ask us about custom printing and direct mail options!

*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.
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
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:

### 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

<table>
<thead>
<tr>
<th></th>
<th>ROP</th>
<th>Classified</th>
<th>Tabloid</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 col.</td>
<td>1.48”</td>
<td>1.48”</td>
<td>4.7”</td>
</tr>
<tr>
<td>2 col.</td>
<td>3.15”</td>
<td>3.15”</td>
<td>9.57”</td>
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<tr>
<td>3 col.</td>
<td>4.82”</td>
<td>4.82”</td>
<td></td>
</tr>
<tr>
<td>4 col.</td>
<td>6.49”</td>
<td>6.49”</td>
<td></td>
</tr>
<tr>
<td>5 col.</td>
<td>8.16”</td>
<td>8.16”</td>
<td></td>
</tr>
<tr>
<td>6 col.</td>
<td>9.83”</td>
<td>9.83”</td>
<td></td>
</tr>
</tbody>
</table>

**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

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Ticket/Copy Deadline</th>
<th>Ads Cleared</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>Thursday at 5 p.m.</td>
<td>Monday at 5 p.m.</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Monday at 5 p.m.</td>
<td>Tuesday at 5 p.m.</td>
</tr>
<tr>
<td>Thursday eEdition</td>
<td>Tuesday at 5 p.m.</td>
<td>Wednesday at 5 p.m.</td>
</tr>
<tr>
<td>Farm &amp; Ranch</td>
<td>Tuesday at 5 p.m.</td>
<td>Thursday at noon</td>
</tr>
<tr>
<td>Friday</td>
<td>Wednesday at 5 p.m.</td>
<td>Thursday at 5 p.m.</td>
</tr>
<tr>
<td>Sunday</td>
<td>Thursday at 5 p.m.</td>
<td>Friday at 5 p.m.</td>
</tr>
<tr>
<td>Lazy Sunday</td>
<td>Monday at 5 p.m.</td>
<td>Tuesday at 5 p.m.</td>
</tr>
<tr>
<td>PR Extra</td>
<td>Tuesday at 5 p.m.</td>
<td>Wednesday at 5 p.m. (for following week)</td>
</tr>
</tbody>
</table>

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