

BCC MEDIA DIGITAL MARKETING SERVICES



Sweepstakes, Polls, Quizzes, U-pickem Sports Brackets & Photo Contests that drive leads, opt-ins & data. **Cost by customized quote.**



FACEBOOK CAMPAIGNS

Deliver your ad to the newsfeed on Facebook plus Instagram to drive traffic, grow engagement and boost conversions. Uses a 1200x900 size ad plus verbiage on the top and bottom of the ad to create a call to action **Cost: \$200 minimum per Campaign**



AD MESSENGER

This 140 character scroll displays your message on Mobile to the 60% of web traffic viewing there. Uses traditional tactics like Demographics, Contextual & Keywords as well as Geo-Fencing. Highly effective for Sales, Events and to drive traffic! **Cost: \$500 min. Campaign, Expand Option \$1,600**



Uses 728x90 • 300x250 • 300x600 • 300x50 • 320x50 ad sizes. **Run of Site Impressions Cost: \$10.00/CPM.**



REVEAL AD

The latest high-impact display ad for both desktop (1900x600) and mobile (800x250). Ad appears at the top of any page when the users enter site and disappears as they scroll down the page. **Cost: 3 Positions - 2 - positions at \$225 each for 15,000 impressions each (served once to each visitor) and 1 - position at \$175 for 10,000 impressions.**



AUDIENCE EXTENSION

Use the Google network of sites like ESPN or HGTV to target display ads by demographics, context, keywords, GeoFencing, and Retargeting to drive results. Uses 728x90 • 300x250 • 300x600 • 300x50 • 320x50 ads. **Cost: \$10.00/CPM minimum \$500 campaign.**



ADVERTISING RATES & POLICIES FOR:

Bingham County Chronicle
Serving- Bingham County including Aberdeen, Blackfoot, Firth, Fort Hall, and Shelley.
Published Mornings, 5 Days per Week (Tues.- Fri. & Sun.)
www.bcchrona.com
33 South Broadway • Blackfoot, ID 83221

Effective Dates for all advertising rates listed in this Rate Card are January 1, 2019 through December 31, 2019.

PERSONNEL

Regional PublisherTravis Quast
tquast@journalnet.com
Sales ManagerWayne Ingram
wingram@binghamcountychronicle.com
Classified Adv. ManagerSusie Tubbs
stubbs@journalnet.com

GENERAL RATE POLICIES

Contract Advertisers: Contract advertisers are guaranteed their rate for the term of their contract. Contract advertisers who fail to fulfill their contract are subject to an adjustment based on the rate earned. Total advertising dollars may be used in any combination of advertising with the **Bingham County Chronicle:** Retail Display, Commercial Classified, Preprinted Inserts, Color and Online.
Revising Rates: We reserve the right to revise rates to non-contract advertisers without notice.

Omission and Error: Although every effort will be made to make sure your ad runs without error, mistakes can occur. If we do 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. Please check your ad proof for errors immediately and reply in writing with your approval within 24 hours or the time stated on your proof correspondence. Failure to respond will be an assumed approval. Call us on the first day if your ad ran incorrectly. We will correct the ad for future insertions.
Cancellations: For your convenience, advertising may be cancelled or postponed up to 5:00 pm two business days prior to printing. Cancellations after that time will be billed at full rate. 30 day notice is required on contract cancellations.
Common Ownership: A person (or persons) owning more than one business who wishes to have these businesses included under one dollar volume contract, must demonstrate a common ownership in each business, and each business must become a party to the contract.
Special Position Requests: Rates on this card are for run of the paper positions. Requests for a special position will be given every consideration. When a special position is a condition of the advertising order, and extra charge of 25% will be made, if the position is available.
Tear Sheets: Electronic (E-Tears) Tear Sheets will be emailed weekly, paper tearsheets available upon request.

Credit: We will be happy to offer new advertisers credit upon the approval of their credit application. Until credit is approved, you may pay for your advertising in advance with MasterCard, Visa, check, debit card, cashier's check or money order.

Payment in Advance: Political, charitable, new business and going out of business advertising requires payment in advance.

Late Payment: A late payment service charge of 1.5% per month, 18% per annum, will be added to all accounts 30 days or more past due. A \$3.00 paper bill charge will be incurred monthly

LOCAL DISPLAY RATES						
Open rate \$10.00						
Black & White Ads						
Size	1x	2x	3x	4x	5x	Each
Additional						
4"	\$40	\$72	\$96	\$112	\$120	\$24
5"	\$50	\$90	\$120	\$140	\$150	\$30
6"	\$60	\$108	\$144	\$168	\$180	\$36
8"	\$80	\$144	\$192	\$224	\$240	\$48
10"	\$100	\$180	\$240	\$280	\$300	\$60
12'	\$120	\$216	\$288	\$336	\$360	\$72
15"	\$150	\$270	\$360	\$420	\$450	\$90
20"	\$200	\$360	\$480	\$560	\$600	\$120
30'	\$300	\$540	\$720	\$840	\$900	\$180
60"	\$600	\$1,080	\$1,440	\$1,680	\$1,800	\$360
118.5"	\$1,230	\$2,214	\$2,952	\$3,444	\$3,690	\$738

Color Ads \$2 pci up to \$120						
Print and Digital Combo Rates						
Size	1x	2x	3x	4x	5x	Each
Additional						
4"	\$180	\$212	\$216	\$232	\$240	\$24
5"	\$190	\$230	\$240	\$260	\$270	\$30
6"	\$200	\$248	\$264	\$288	\$300	\$36
8"	\$220	\$284	\$312	\$344	\$350	\$48
10"	\$240	\$320	\$360	\$400	\$420	\$60
12"	\$260	\$356	\$408	\$456	\$460	\$72
15"	\$290	\$410	\$480	\$540	\$550	\$90
20"	\$340	\$500	\$600	\$680	\$700	\$120
30"	\$440	\$680	\$840	\$960	\$1,000	\$180
60"	\$600	\$1,220	\$1,560	\$1,800	\$1,900	\$360
118.5"	\$1,370	\$2,354	\$3,072	\$3,564	\$3,790	\$738
Includes: 20,000 Impressions \$7 CPM 20,000 Impressions \$6 CPM 20 Impressions \$5 CPM						

Local rates.
Rates are earned in a calendar month. Ads seven inches or larger outside of these sizes will be billed at \$10.00 column inch, color is an additional \$2.00 per column inch up to \$120.

A-1 FRONT PAGE LOW RIDERS
6 columns (9.83") x 3 inch high front page full color exposure for high-impact advertising.
Cost: \$249 per insertion.
Ask about frequency discounts.

LOCAL CLASSIFIED DISPLAY RATES
\$7.00 per column inch, \$2.00 per column inch to add color. Ask about frequency discounts.

THREE-PEAT DISCOUNTS
Classified Display Advertising which runs up to three times with no copy or design changes during a five day period is eligible for the following pick-up discounts:
2nd Insertion 25% Discount
3rd Insertion 50% Discount

MECHANICAL REQUIREMENTS		
Standard Page	Retail Display	Classified Display
Width of Page	6 Column	9 Column
Depth of Page	19.75"	19.75"
1 Col. Width	1.48"	1.03"
2 Col. Width	3.15"	2.13"
3 Col. Width	4.82"	3.23"
4 Col. Width	6.49"	4.33"
5 Col. Width	8.16"	5.43"
6 Col. Width	9.83"	6.53"
7 Col. Width	n/a	7.63"
8 Col. Width	n/a	8.73"
9 Col. Width	n/a	9.83"
Double Truck	21.07	21.07"
Full Page	9.83" x 19.75"	9.83" x 19.75"

Standard Page	Retail Display	Classified Display
Half Page (h)	9.83" x 10"	9.83" x 10"
Half Page (v)	4.82" x 19.75"	4.33" x 19.75"
1/4 Page	4.82" x 10"	4.33" x 10"

DEPTH REQUIREMENTS
Advertisements measuring more than 18.5" in Depth will be charged at 19.75". Tabloid ads measuring more than 8" in Depth will be charged at 10".

PRE-PRINT INSERTION RATES & POLICIES
Rates are net.
Rates are Cost per Thousand (CPM). Please check with an Advertising Consultant for the most current circulation figures.

	Daily	Sunday
Single Sheet	\$60.47	\$62.59
2 Std / 4 Tab	\$61.53	\$63.65
4 Std / 8 Tab	\$63.65	\$65.78
6 Std / 12 Tab	\$65.78	\$67.91
8 Std / 16 Tab	\$69.01	\$71.07
10 Std / 20 Tab	\$70.02	\$72.14
12 Std / 24 Tab	\$72.14	\$74.26
14 Std / 28 Tab	\$74.26	\$76.38
16 Std / 32 Tab	\$75.64	\$78.51
18 Std / 36 Tab	\$77.74	\$80.63
20 Std / 40 Tab	\$80.63	\$82.75
22 Std / 44 Tab	\$82.75	\$84.87

Preprint Information

- Preprinted inserts must be on skids or pallets and delivered to:
Bingham County Chronicle
c/o The Post Co.
2430 Boge Ave., Idaho Falls, ID 83401
- Inserts are due no later than five days prior to insertion date.
- Multi-business signature advertising is not accepted. Space brokering is not allowed.
- Minimum insert charge is \$100.00
- No zoning of inserts on Sundays.
- Thanksgiving Preprints are charged at Sunday rates.

VIRTUAL STICKY NOTES
Reach our total circulation with front cover Virtual Sticky Note advertising. Prices include design and 10,000 impressions online. \$449. Ask about volume discounts.

MECHANICAL REQUIREMENTS

- The ad must be the correct size with all elements placed inside the ad area, with fonts embedded.
- All artwork must be prepared as a PDF file.**
- Maximum page size is 9.83" x 19.75"
- Double truck maximum ad size is 21.07" x 19.75"
- Files must be set to output at 400 DPI and at 100 percent.
- Scanned line art should be at 400 DPI.
- Scanned photos should be at a minimum of 400 DPI.
- Color files should use CMYK values.

ELECTRONIC SUBMISSIONS
The Bingham County Chronicle is paginated necessitating all advertising be in a digital format stored in our database. Advertising received in press ready format will be placed in our pagination database. We no longer accept analog material.

We subscribe to the following digital transmission services:
Adsend DropSend Dropbox

TOMA RATES
This is a special low cost program designed to allow your business to increase your Top Of Mind Awareness by exposing your potential customers to the right number of impressions to remember your business when it is time to buy the goods or services you provide. These billboard type ads run 3 to 5 times per week. Annual agreement required, two year agreement available.

Per Ad Per Week				
Ad Size	3x	4x	5x	Color
4"	\$36	\$32	\$28	\$1.00 pci
6"	\$48	\$42	\$36	\$1.00 pci
8"	\$56	\$48	\$40	\$1.00 pci

