

2026 Rate Card



DIGITAL MARKETING | NEWSPAPER | NICHE MAGAZINES | CLASSIFIEDS | PREPRINTS | EVENTS | EMAIL | 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, feature rich, and respected.

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 MultiMedia 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, AMM has grown quickly, consisting of 30 dailies, over 100 non-daily, and collectively over 220 media-related products and associated websites in 20 states.

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

Digital Advertising Services

2026 Rate Card

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



**LOCAL COMMUNITY WEBSITES
& NEWSLETTERS**



TARGETED DISPLAY



GEO-FENCING



AD SCROLL



SOCIAL MEDIA ADVERTISING



TARGETED EMAIL



VIDEO



SEARCH ENGINE MARKETING (SEM)



WEBSITE DESIGN



PROGRAMMATIC DISPLAY



PROGRAMMATIC AUDIO



CREATIVE MESSAGING



DIGITAL OUT-OF-HOME



OTT/CTV



PROGRAMMATIC VIDEO

Powered by:

AMM | digital
connecting ideas to outcomes

Digital Advertising Rates

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Effective solutions include:

postregister.com: Provides up-to-the-minute local news and information about east Idaho. Ads on postregister.com are near the content that our readers 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

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! Local 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 to your audience targeted by geography, age, interests, and more. Video and audio options also available. Geofencing offers even more precision. Detailed reporting included. For a custom evaluation and proposal, contact us today.

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.

Providing world class digital agency services - right next door!



Ad Pack Rates

2026 Media Guide

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

Full Page

Half Page

1/16

1/8

1/4 Page

Broadsheet ad sizes

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 are per insertion (each time the ad appears).
Each print ad includes a trackable QR code and online posting at local.postregister.com.
our audience.

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

Print Advertising Options

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Front Page Advertising

With over 66,000 readers of the Post Register, accessing our content via print, newsletters, eEdition, website & social media - your ad is front and center!

• **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 \$300 for up to 8 pages.

Print & Deliver Options Too!

Your full color, 2-sided, 8.5" x 11" glossy flyer in the Post Register or across the region. Call 208-542-6701 for pricing.



• Full run required for all inserts.

Ask us about custom printing and direct mail options!

Niche Special Sections

2026 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

Placing your ad in our special sections is a great way to reach a more targeted audience via email, eEditions and print.

With our wide variety of topics and expanded reach, these niche publications are a great vehicle to reach your target audience at the right time, in the right place.

Ask your MMAE about discounts when you purchase multiple special sections.

For more information, call 208-542-6701 today or email: advertising@postregister.com

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 2025

Publishes in Post Register
magazine

APRIL



208 Things To Do In Idaho

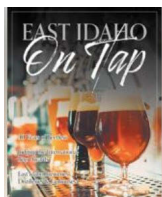
Publishes in Idaho State Journal, Jefferson Star, Post Register & Standard Journal
magazine



Southeast Idaho Youth Report

Distributed to area K-6 schools
tabloid

MAY

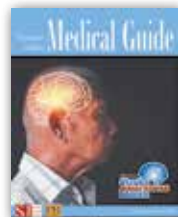


Popular eMagazine + tourist focused distribution
magazine



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

Niche Special Sections

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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



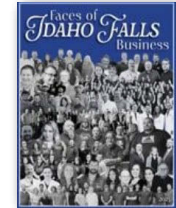
Senior Living

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



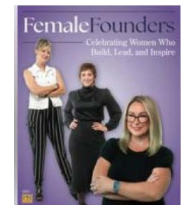
Medical Guide

Publishes in Post Register & Standard Journal
magazine



Fall Home

Publishes in Jefferson Star, Post Register & Standard Journal
tabloid



Female Founders

Post Register's salute to local women in business
magazine

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

Specifications & Deadlines

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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.

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

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.



