

# Marketing Solutions For Eastern Idaho

2018 Media Guide



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

# Post Register

333 Northgate Mile, Idaho Falls, ID | Phone: 208.522.1800 | www.PostRegister.com

2018 Media Guide

Post Register advertising not only delivers, but delivers better than other forms of advertising.

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



**SNOW BLIND:** Snow causes power outages in eastern Idaho A5

**PET OF THE WEEK:** Charlie needs a home A14

**Triple the fun**  
Read our special section on Breast Cancer, CareerFest and "In Loving Memory": INSERTS

**Post Register**

**SUNDAY**

October 15, 2017

**Pitch perfect**  
Finding refuge on the soccer field in Magic Valley A15

**What did Trump do?**  
Key questions and answers about Trump's health care move and health insurance B1

**NBA preview**  
Celtics-Cavs best thing going in East Conference A10

**Knowing the law before enforcing the law**  
How much are police taught about the laws they enforce?  
By JOHNATHAN HOGAN  
johan@postregister.com

Trainers seeking a basic patrol certification at the Peace Officer Standards and Training Academy receive only 32 hours of legal training. Only eight of those hours are spent learning the Idaho code that police spend their careers enforcing.

The training is part of broader instruction on legal matters called Law Week. In addition, peace officers learn about court laws, Miranda rights, traffic laws and use of force. Basic patrol certification requires 314 hours of 12 weeks.

POST Deputy Division Administrator Rory Olsen said police receive several classes of preparation.

The Pocatello Police Department last came under scrutiny *TRINER. Continued on Page A3*

**Boise St. professor weighs in on police union**  
He says addressing grievances is key to solving problems  
By BRYAN CLARK  
bclark@postregister.com

The Idaho Falls City Council ousted from Boise State University management Kasper on the topic of police unionization at a Monday work session.

The Idaho Falls Fraternal Order of Police has made a push to reinstate Kasper on the Idaho Falls Police Department following a period of extremely low morale that led to a series of no-noes.

In general, union membership has been declining in the U.S. *WELLS. Continued on Page A4*

**When a passion becomes more than a hobby**

**ADDICTED TO ROCK**  
Idaho and its neighboring Intermountain West are home to some of the best rock-climbing sites in the world.

The state's tourism website, visitidaho.org, says Idaho is home to more than 1,500 climbing routes, including the famous City of Rocks and includes the Heise area, Blackfoot River canyon and The Fins, near Howe.

The quality and quantity of outdoor opportunities are attracting adventure-minded recreationists from around the world to enjoy the region's natural beauty. It's no surprise that many of them have made eastern Idaho their home.

Today we take a look at some of the region's most-skilled rock climbers — rock stars. If you will.

**What motivates you?** I like to think that I'm motivated by the challenge of pushing myself, especially the mental game of teaching the technical skills involved in climbing. The feeling of moving smoothly and calmly in terrain that used to feel impossible is a part of it, too. I'd be lying if I said that showing off isn't a factor as well, perhaps more than I'd like.

**More enjoy:** Break my fibula and torn up the ligaments in my ankle a bit over a month ago bouldering at the gym. Got a plate put in, and will be out for the rest of the season.

**What other things do you like to do?** Really, I like being an engineer; I like designing and building things, and learning how things work. It seems like a lot of engineers gravitate toward climbing.

**Dream trip:** I'd love to spend some time climbing around the Mediterranean, perhaps on Kalymnos (Greece) or in the south of France.

**Advice you would give someone starting out in rock climbing?** Make a serious effort to understand how the safety system works; use just how to use them, but the underlying principles behind them. Also, don't become complacent; the fact that you survived doing something before isn't proof that it's safe that you.

**How often do you climb?** Normally, I climb about three days a week.

**How often do you think about climbing?** I guess I think about climbing at least once a day; probably a lot more.

**Chris Graham**  
Age: 26  
Occupation: Mechanical engineer  
How long have you been climbing? Off and on for about eight years, regularly for about four.  
What are your favorite places to climb? Red River Gorge (Kentucky), Maple Canyon (Utah). I guess the Gunks (New York) too, even though I haven't climbed it (moderately easy) there.

**What got you started?** I always climbed trees and buildings growing up in Chicago.

**Continued inside:** See more profiles of some the region's most-skilled rock climbers on Page A7

**Jeff THOMPSON**  
Mayor

Passionate in Pursuing the Proper Role of Government

58 High 32 Low Today: Sunny Forecast: A2

8:00-8:30 AM News  
8:30-9:00 AM Breakfast Briefing  
9:00-9:30 AM Breakfast Board  
9:30-10:00 AM Breakfast  
10:00-10:30 AM Breakfast  
10:30-11:00 AM Breakfast  
11:00-11:30 AM Breakfast  
11:30-12:00 PM Lunch  
12:00-12:30 PM Lunch  
12:30-1:00 PM Lunch  
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9:30-10:00 PM Lunch  
10:00-10:30 PM Lunch  
10:30-11:00 PM Lunch  
11:00-11:30 PM Lunch  
11:30-12:00 AM Lunch

# Farm & Ranch

2018 Media Guide

333 Northgate Mile, Idaho Falls, ID | Phone: 208.522.1800 | <http://www.postregister.com/farm-and-ranch#>

## Contact us

> Doug Norton | 208.542.6720 | [dnorton@postregister.com](mailto:dnorton@postregister.com)



Eastern Idaho's trusted  
agricultural news source  
since 1992.

Farm & Ranch  
Coverage Area

Quarterly expanded circulation  
special editions!

## 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.**  
**Deadline is Tuesday prior at noon.**

## Monthly special focus

January	Ag Expo	July	War Bonnet Roundup
February	National FFA Week	August	Hay & Grain
March	Idaho Ag Hall of Fame	September	Farm
April	Planting/Irrigation	October	Horses
May	Youth in Agriculture	November	Water
June	Dairy Month	December	Gift Guide

# Eastern Idaho Business Report

2018 Media Guide

[www.EasternIdahoBusinessReport.com](http://www.EasternIdahoBusinessReport.com)

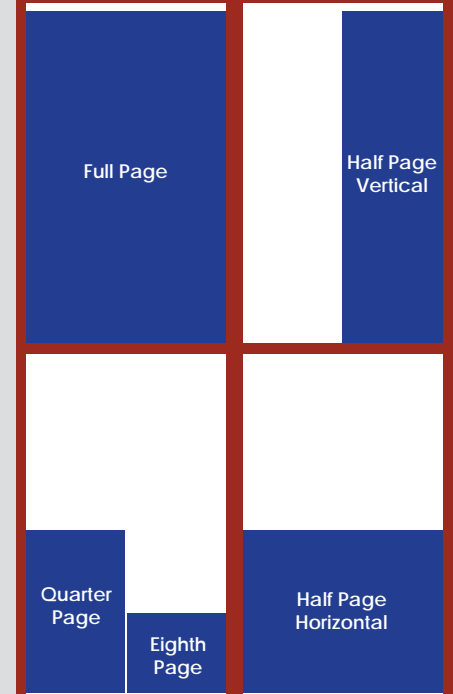
## Contact us

- > Donna Nims | 208.542.6701 | [dnims@postregister.com](mailto:dnims@postregister.com)
- > Krysten Bullock | 208.542.6715 | [kbullock@postregister.com](mailto:kbullock@postregister.com)

## Editorial Calendar

Month	Theme	List	Ad Deadline	Publish Date
January	Government	Lawyers	Jan. 10, 2018	Jan. 17, 2018
February	Agriculture	Co-Ops	Feb. 14, 2018	Feb. 21, 2018
March	Finance/Banking	Banks/Credit Union	March 14, 2018	March 21, 2018
April	Real Estate	Construction	April 11, 2018	April 18, 2018
May	Healthcare	Property Managers	May 9, 2018	May 16, 2018
June	Tourism/Hospitality	Event Facilities	June 13, 2018	June 20, 2018
July	Marketing	Ad Agencies	July 11, 2018	July 18, 2018
August	Energy	Women-Owned Biz	Aug. 8, 2018	Aug. 15, 2018
September	Workforce	Colleges	Sept. 12, 2018	Sept. 19, 2018
October	Cybersecurity	Internet Providers	Oct. 10, 2018	Oct. 17, 2018
November	Buy Local	Non-Profits	Nov. 14, 2018	Nov. 21, 2018
December	Human Resources	Staffing Agencies	Dec. 12, 2018	Dec. 19, 2018

## EIBR ad sizes



## EIBR CONSTRUCTION ZONE

Let us help you show off your newly-constructed retail or office space in the Construction Zone. Ask your ad representative for details!

## ADVERTISE ONLINE

Eastern Idaho Business Report is published at [www.EasternIdahoBusinessReport.com](http://www.EasternIdahoBusinessReport.com) giving readers more ways to see your ad!

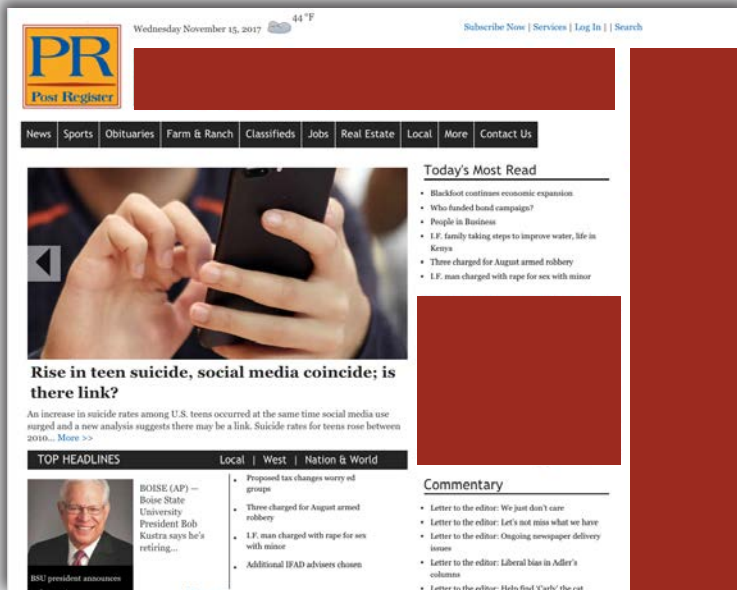
# Digital Products

2018 Media Guide

www.PostRegister.com | www.EasternIdahoBusinessReport.com | www.PRPReps.com | www.JeffersonStarNews.com | www.TheShelleyPioneer.com

## Contact us

> Donna Nims | 208.542.6701 | dnims@postregister.com



## What we offer

**Banner advertising:** Digital display ads placed on our desktop and mobile news sites.

**Email marketing:** Target thousands of customers anywhere through email right to their inbox.

**More:** Have a digital need? Just ask us, we can probably accommodate it.

**Native advertising:** Bring in customers through an informative article format.

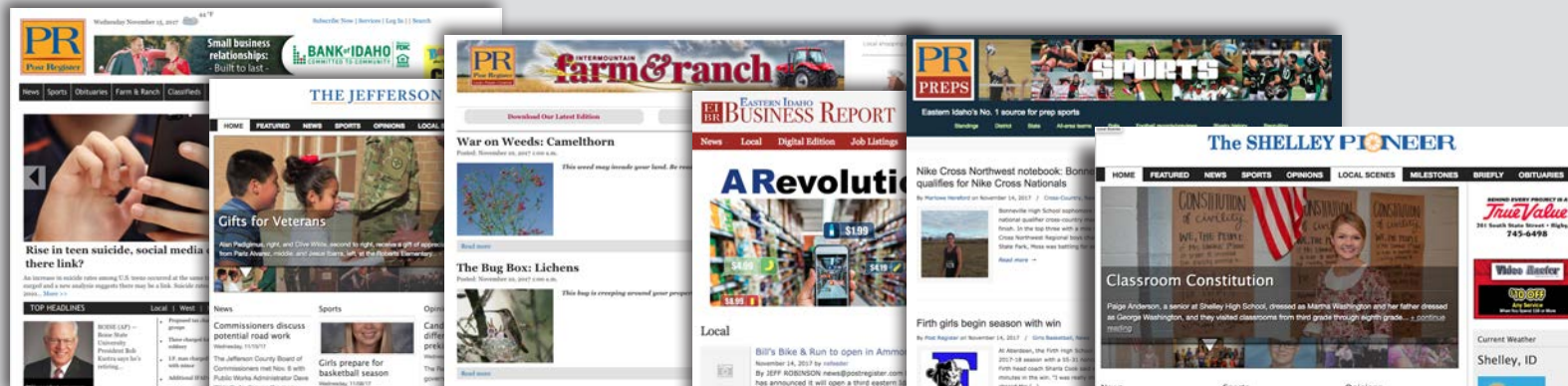
**Pay-Per-Click advertising:** Only pay for actual visits to your website.

**Programmatic advertising:** Programmatic advertising: Digital display ads placed in front of the customers you want. Target by geography, interests, and more: you can reach anywhere and anyone on the web.

**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.

## Call for pricing and availability!



## ALL SITES ARE 100% RESPONSIVE

Responsive design provides optimal viewing and interaction experiences across a range of devices including computers, tablets and smartphones.

# Post Community Newspapers

2018 Media Guide

134 W Main, Rigby, ID | Phone: 208.745.8701 | Fax: 208.745.8703



PO Box 37 | 134 West Main, Rigby, ID | 208.745.8701

**Editorial Profile:** The Jefferson Star is the official newspaper for Jefferson and Clark counties. It began publication as a weekly newspaper in 1903. Through news stories, feature articles, local columnists, and high school sports, the paper keeps individuals abreast of news and current topics affecting the communities of Rigby, Ririe, Terreton, Hamer, Menan, Lewisville, Roberts, Dubois and Mud Lake.

**Distribution:** The Jefferson Star prints 1,850 copies and delivers through the mail and newsstands.

**Copy Deadlines:** All advertising, display and classified, may be mailed to The Jefferson Star or emailed to [adproduction@jeffersonstarnews.com](mailto:adproduction@jeffersonstarnews.com). Copy should be received by 5 p.m. Friday to ensure placement in Wednesday's publication. Please call 745-8701 to request extensions or assistance prior to the deadline.



Clark County

Jefferson County



PO Box 37 | 134 West Main, Rigby, ID | 208.745.8701

**Editorial Profile:** The Jefferson Star Plus is a weekly publication that gives advertisers almost complete coverage of Jefferson County. The publication is a product of the Jefferson Star, and was first published in 1989. Rates are based on pick-up from Post Community Newspapers' other newspapers. The Star Plus goes to non-subscribers of The Jefferson Star and is distributed to their homes each week by the Post Service.

**Distribution:** The Star Plus prints more than 6,000 copies which are distributed to non-subscribers of the Jefferson Star in Jefferson County. The publication is comprised of advertising, pre-prints and flyers from local grocery stores, department stores and businesses as well as some editorial copy.

**Copy Deadlines:** Copy should be received by 5 p.m. on Friday to ensure placement for Wednesday's publication. Last-minute, camera-ready ads can be added early Monday morning. Please call 208-745-8701 to request last-minute placement or assistance prior to the deadline.

**Display Advertising Rates** All advertising, display and classified, must appear in *The Jefferson Star* or *The Shelley Pioneer*.



PO Box P | 650 N. State, Shelley, ID | 208.357.7661

**Editorial Profile:** The Shelley Pioneer is a weekly publication serving northern Bingham County and parts of southern Bonneville County since 1905. Through news stories, feature articles, local columnists, and high school sports, the paper keeps individuals abreast of news and current topics affecting the communities of Shelley, Firth, Basalt, Jameston, Goshen, Woodville and Taylor.

**Distribution:** The Shelley Pioneer prints 1,250 copies and delivers through the mail and newsstands.

**Copy Deadlines:** All advertising, display and classified, may be mailed to The Shelley Pioneer or emailed to [info@theshelley-pioneer.com](mailto:info@theshelley-pioneer.com). Copy should be received by 5 p.m. Friday to ensure placement in Wednesday's publication. Please call 357-7661 to request extensions or assistance prior to the deadline.



Bingham County

# Post Community Newspapers

2018 Media Guide

134 W Main, Rigby, ID | Phone: 208.745.8701 | Fax: 208.745.8703

## COMBO

The Jefferson Star | The Jefferson Star Plus  
The Shelley Pioneer

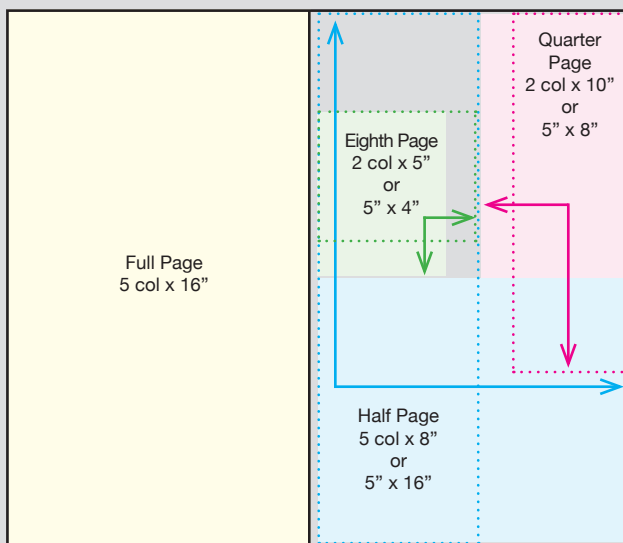
**Editorial Profile:** Combo refers to the combination of The Jefferson Star, The Jefferson Star Plus and The Shelley Pioneer. Through the three newspapers, you can reach Jefferson, Clark, Bingham and Bonneville counties.

**Distribution:** Combo would bring your ad into 9,000 homes.

**Copy Deadlines:** All advertising, display and classified, may be mailed to Post Community Newspapers, PO Box 37, Rigby, ID 83442, or emailed to [adproduction@jeffersonstarnews.com](mailto:adproduction@jeffersonstarnews.com). Copy should be received by 5 p.m. Friday to ensure placement in the upcoming week's three publications. Please call 208-745-8701 or 208-357-7661 to request extensions or assistance prior to the deadline.

### Ad dimensions

Camera-ready art should be designed to conform to the following tabloid dimensions. On ads that do not match these size requirements, we will use our best judgment to make the ad fit the space purchased



## Advertising Terms

Rates effective January 2018

Serving the communities of Jefferson, Clark, North Bingham and Bonneville counties

**Guaranteed premium positions:** Guaranteed positioning - 20% premium. Subject to availability - ask your sales representative.

**Color options:** For an addition charge you may add one of the eye-catching spot colors we offer. If you choose to add full color to your advertisement, you will have available to you any combination of the spot colors, as well as the possibility of full-color photographs, logos, and artwork pertaining to your business. Color can help draw attention to, or emphasize your message to potential customers.

**Color rates:** Add spot color or full color to your advertisement for \$40.

**Classified/Business Directory:** Classified ads and the Business Directory run in The Jefferson Star and The Shelley Pioneer. To ensure placement in these publications, classifieds should be received by noon on Monday.

**Flyers:** One page flyers will be inserted at the rate of \$70 per thousand unless otherwise specified.

**Terms & conditions:** All advertising is cash with order unless prior credit has been established. Charged ads are payable upon receipt of invoice. A finance charge of 1.5% per month (18% per annum) with a \$2 minimum will be added to all accounts not paid in 30 days.

**Proofs:** We will provide a proof at your request. We can fax or email ads. Tearsheets are sent to all out-of-town advertisers and will be supplied to local advertisers upon request. Requests for more than one tearsheet must be made when the ad is placed.

**Errors:** In the event of an error, if the newspaper is at fault, a notice of correction occupying the same amount of space as the error will be printed in the next issue. The newspaper cannot be held responsible for any loss beyond the actual value of the advertising space itself. The newspaper must be advised of the error within 7 days.

**We gladly accept cash, check Visa, Discover and MasterCard for payment of advertising bills.**

## Contact us

- > Jordan Buys | 208.542.6724 | jordanb@postregister.com
- > Tom Farrer | 208.542.6716 | tfarrer@postregister.com
- > Kennedy Lynes | 208.542.6768 | klynes@postregister.com

- > Sarah Minor | 208.542.6796 | sminor@postregister.com
- > Donna Nims | 208.542.6701 | dnims@postregister.com
- > Doug Norton | 208.542.6720 | dnorton@postregister.com
- > Chris Park | 208.542.6713 | cpark@postregister.com

## Publication Rates

	Dominance	Identity	Impression	Branding	
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	Full	3/4	2/3	1/2	1/3	1/4	1/8	1/16	Non-Modular
<i>Broadsheet</i>	118.5"	88"	78"	60"	40"	30"	15"	7"	
Post Register	\$1,210	\$1,015	\$975	\$835	\$575	\$475	\$305	\$160	\$21.50 PCI
Farm & Ranch	\$1,210	\$1,015	\$975	\$835	\$575	\$475	\$305	\$160	\$21.50 PCI
PR Extra	\$395	\$350	\$325	\$295	\$195	\$160	\$105	\$55	\$7.50 PCI

<i>Long Tab</i>	Full	1/2	1/4	1/8	Non-Modular
Eastern Idaho Business Report	\$1,500	\$800	\$450	\$300	
Jefferson Star	\$856	\$428	\$214	\$107	\$10.70 PCI
Shelley Pioneer	\$476	\$238	\$119	\$59.50	\$5.95 PCI

**Full Page**

**1/16**

**Half Page**

**1/8**

**1/4 Page**

**Broadsheet ad sizes**

**Ask your sales representative about discounts for volume or multiple publication ad purchases!**



# Post Register Inserts

2018 Media Guide

More Local | More Reach | More Results

## Contact us

> Sarah Minor | 208.542.6796 | sminor@postregister.com

## Contact us

> 208.542.6701 | advertising@postregister.com

## Insert Pricing

Single sheet.....\$60

	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

## Print & Deliver

Your full color, 2-sided, 8.5" x 11" glossy flyer in the Post Register for as low as \$900! Call for a quote.

## Preprint Advertisement Rates

- Minimum quantity: Sunday – Full run. Daily – 12,000.
- Zoned Insertion - Target your market by distributing your insert to specific areas in Eastern Idaho. Choose delivery to subscribers and/or single copy sales. Minimum insert distribution is 12,000. Note that some carrier routes cross zip code boundaries, somewhat affecting the accuracy of delivery within a zip code area; all inserts will be distributed as accurately as possible. Zoned surcharge of \$5 per thousand for less than the minimum quantity.
- Expanded run (25K) required on the following days: July 8, November 22.

## 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.

# Specs & Deadlines

## Terms and Conditions

- 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.
- In order to keep our rates the lowest in the region, advertising is payable by the 10th of the following month.
- If for some reason you fail to pay for your advertising within 60 days of billing, you will incur a FINE CHARGE of 1.5% per month, not to exceed 18% annually, which will be added on to the next statement.
- If an advertiser utilizes an advertising agency, both are responsible for payment and completion of all contracts.

## General Policy

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- According to federal law, discrimination in employment or housing ads because of sex, race, religion or disability is prohibited.

## Mechanical Requirements

- ROP** - 6 column format: 1.57" column, 19.75" deep  
**Classified** - 8 column format: 1.21" column, 19.75" deep  
**Tabloid** - 2 column format: 4.7" column, 15.75" deep

ROP	Classified	Tabloid
1 col..... 1.57"	1 col..... 1.21"	1 col..... 4.7"
2 col... 3.306"	2 col..... 2.50"	2 col..... 9.57"
3 col... 5.042"	3 col..... 3.79"	
4 col... 6.778"	4 col..... 5.08"	
5 col... 8.514"	5 col..... 6.37"	
6 col... 10.25"	6 col..... 7.66"	
	7 col..... 8.95"	
	8 col... 10.25"	

## 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

## 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.

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



If you have questions, please feel free to call Creative Services at 208.522.1800 ext. 1174

## Deadlines

Publication Date	Ticket/Copy Deadline	Ads Cleared
Tuesday	Thursday at 5 p.m.	Monday at 5 p.m.
Wednesday	Monday at 10 a.m.	Tuesday at 5 p.m.
Thursday	Monday at 5 p.m.	Wednesday at 5 p.m.
Farm & Ranch	Tuesday at 3 p.m.	Thursday at noon
Friday	Tuesday at 5 p.m.	Thursday at 5 p.m.
Sun./Your Life	Tuesday at 5 p.m.	Thursday at 5 p.m.
Saturday	Wednesday at 5 p.m.	Friday at 5 p.m.
Sunday	Wednesday at 5 p.m.	Friday at 5 p.m.
Sun./TV Times	Tuesday at 5 p.m.	Thursday at 4 p.m.
Sun./PR Extra	Tuesday at 5 p.m.	Monday at 5 p.m. (following week)

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