



Serving Challis and Custer County Since 1881

Published by Adams Publishing Group

P.O. Box 405 • 310 Main • Challis, Idaho 83226

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## ADVERTISING RATE CARD

**General Manager:** Shelley Ridenour

**Publication Day:** Wednesday

**Ad Deadline:** 4:30 p.m. Friday

### LOCAL RATES

| Inches<br>Deep | Columns wide |        |        |        |        |        |
|----------------|--------------|--------|--------|--------|--------|--------|
|                | 1            | 2      | 3      | 4      | 5      | 6      |
| 1              | 4.85         | 9.70   | 14.55  | 19.40  | 24.25  | 29.10  |
| 2              | 9.70         | 19.40  | 29.10  | 38.80  | 48.50  | 58.20  |
| 3              | 14.55        | 29.10  | 43.65  | 58.20  | 72.75  | 86.40  |
| 4              | 19.40        | 38.80  | 58.20  | 76.80  | 96.00  | 115.20 |
| 5              | 24.25        | 48.50  | 72.75  | 96.00  | 120.00 | 144.00 |
| 6              | 29.10        | 58.20  | 86.40  | 115.20 | 144.00 | 172.80 |
| 7              | 33.95        | 67.90  | 100.80 | 134.40 | 168.00 | 201.60 |
| 8              | 38.80        | 76.80  | 115.20 | 153.60 | 192.00 | 228.00 |
| 9              | 43.65        | 86.40  | 129.60 | 172.80 | 216.00 | 256.50 |
| 10             | 48.50        | 96.00  | 144.00 | 192.00 | 237.50 | 285.00 |
| 11             | 53.35        | 105.60 | 158.40 | 211.20 | 261.25 | 313.50 |
| 12             | 58.20        | 115.20 | 172.80 | 228.00 | 285.00 | 342.00 |
| 13             | 63.05        | 124.80 | 187.20 | 247.00 | 308.75 | 370.50 |
| 14             | 67.90        | 134.40 | 201.60 | 266.00 | 332.50 | 394.80 |
| 15             | 72.75        | 144.00 | 216.00 | 285.00 | 356.25 | 423.00 |
| 16             | 76.80        | 153.60 | 228.00 | 304.00 | 380.00 | 451.20 |
| 17             | 81.60        | 163.20 | 242.25 | 323.00 | 399.50 | 479.40 |
| 18             | 86.40        | 172.80 | 256.50 | 342.00 | 423.00 | 507.60 |
| 19             | 91.20        | 182.40 | 270.75 | 361.00 | 446.50 | 535.80 |
| 20             | 96.00        | 192.00 | 285.00 | 380.00 | 470.00 | 558.00 |

Double Page (Centerfold)..... \$835

### SERVICE DIRECTORY

*Color available*

3 months ..... \$80/inch  
 6 months ..... \$150/inch  
 1 year ..... \$280/inch  
 Business directory ads are payable in advance. New ads are added to the directory the first issue of each month only.

**Online Ads:** \$18/week for rotating ad.  
 \$10/week for single event ad.

### Local Rates:

1 to 15 inches..... \$4.85/col. inch  
 15.5 to 45 inches ..... \$4.80/col. inch  
 45.5 to 80 inches ..... \$4.75/col. inch  
 80.5 to 119.5 inches..... \$4.70/col. inch  
 Full page: 120 inches..... \$4.65/col. inch  
 Double truck..... \$4.60/col. inch

**Discounts:** A 5 percent discount will be given to all local display ads and classified display ads repeated one or more times without change within one month of the original insertion.

*All rates are net.*

**Special Placement:** 75¢ per col. inch/\$10 min.

### COLOR

**Up to 15 inches** ..... \$20 spot or full  
**15.5 to 40 inches** ..... \$35 spot or full  
**40.5 to 80 inches** ..... \$60 spot or full  
**80.5 to 120.25 inches** ..... \$85 spot or full

### CLASSIFIED ADS

**Rates:** 40¢ per word. \$4.80 minimum.  
**A \$2 billing charge** will be added to all classifieds not paid in advance unless the customer has an advertising account.

**Classified Display Ads:** \$12 (2 inch min.)  
 \$5.50 each additional inch

**Classified Deadline:** 4:30 p.m. Friday

**Obituaries:** \$40 for up to 800 words and a photo.  
 \$1/inch beyond 800 words.

**Death or memorial notice without obituary:** \$10  
**Obituary Deadline:** 4:30 p.m. Friday

### INSERTS

1 tab size sheet or smaller ..... 8¢ each  
 4-page tab ..... 9¢ each  
 8-page tab ..... 10¢ each  
 12-page tab ..... 11¢ each  
 16-24 page tab..... 12¢ each



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## **ADVERTISING RATE CARD**

**General Manager:** Shelley Ridenour

**Paid Circulation:** 1,600

**Circulation Area:** The Challis Messenger is an exclusive county seat weekly serving Challis, Idaho, and surrounding communities. It is the official newspaper of record of Custer County and the cities of Challis, Stanley and Clayton, Idaho.

**Publication Day:** Wednesday

**Ad Deadline:** 4:30 p.m. Friday

**Mechanical Data:** The Challis Messenger is a broadsheet, 6 columns (9.83 inches) wide by 20 inches tall.

**Tearsheets** are sent upon request. Requests for more than one tearsheet must be made when the ad is placed.

**Terms:** All advertising is cash with order unless prior credit has been established. Charged ads are payable upon receipt of bill. A service charge of 1 percent per month (18 percent per annum) with a \$2 minimum will be added to all accounts not paid in 30 days. Electronic bill statements are available at no fee to the advertiser. A \$2 fee is charged for statements mailed via the post office.

**Policy:** Acceptance of advertising is subject to approval.

**Errors:** In the event of an error, if the newspaper is at fault, a notice of correction will be printed in the next issue. The newspaper must be advised of the error within 7 days.

### **Display ad column widths**

|                 |             |
|-----------------|-------------|
| 1 column .....  | 1.48"       |
| 2 columns ..... | 3.15"       |
| 3 columns ..... | 4.82"       |
| 4 columns ..... | 6.49"       |
| 5 columns ..... | 8.16"       |
| 6 columns ..... | 9.83"       |
| Full page.....  | 9.83" x 20" |