

2011

OPEN, DISCOUNT AND CONSISTENCY RATES

Rates effective: April 2011



RETAIL DISPLAY ADVERTISING

ADVERTISING DEADLINES:

Monday, 10 a.m. prior publication.

MECHANICAL:

IDAHO COUNTY FREE PRESS

6-col.x20-inch broadsheet. Published Wednesday, 10.5-inches x 19.75" or 63 picas x 118.6 picas.

The Shopper

6-col.x20-inch broadsheet. Published Tuesday, 10" x 19.75" or 60 picas x 118.6 picas.

Table with 3 columns: Col, PICAS, INCHES. Rows 1-6 with pricing details.

Classified Display

Specifications are the same as the Free Press or Shopper display

PREPRINT RATES/INFO

Up to 8-page tabloid/4-page standard: \$65 per M

Inserts products up to 12-page tabloid (6-std), \$75; 16-pg tabloid (8-std), \$85. Quotes do not include printing; 1,000 minimum. Zoning by zip code, region and 100-percent TMC available. All preprints must be folded to accommodate maximum inserting size of 9"x10".

DELIVERY ADDRESS:

Idaho County Free Press 900 W. Main Grangeville ID 83530 or Tribune Publishing Co. 505 C Street Lewiston ID 83501

DELIVERY hours are Monday through Friday, 8:00 a.m. until 5 p.m. at either location. Please make insertion reservations 10 days prior.

ADVERTISING DEADLINES: Monday, 10 a.m. prior publication.

OPEN RETAIL DISPLAY/CLASSIFIED DISPLAY RATES:

The Idaho County Free Press, published continuously since 1886, is the state's oldest weekly newspaper. Paid subscription and vendor sales account for sales each week— 52 times a year. The Free Press continues to be a community voice for all of Idaho County. The Shopper has been Idaho County's most widely distributed advertising publication since 1980 and is direct-mailed and rack-distributed throughout Idaho County and North Central Idaho.

Table with 2 columns: Advertiser Name, Rate. Rows: IDAHO COUNTY FREE PRESS (\$8.37), THE SHOPPER (\$8.37), FREE PRESS/SHOPPER COMBO (\$12.00)

VOLUME DISCOUNTS: Volume discounts can be offered to retail and service businesses based on column-inch volume, by the month. Not applicable for contracted rates, specialty publications or community service rates. Discounts are only applicable if account is current and paid in full prior the 12th of the month. 50-129 c.i. per month: 6%; 130-259 c.i. per month: 8%; 260 c.i. and more: 15%

ADDITIONAL COVERAGE: Reach the Quad-Cities within the largest advertising publication in the Lewiston Valley, Moscow, Pullman and along the Palouse. LC Valley and Palouse editions available; column inch rate is per publication.

MONEYSAVER (LC VALLEY; PALOUSE EDITIONS): \$5.00

PROCESS/FULL/SPOT COLOR: \$129.00

LEGAL/PUBLIC NOTICE RATE: \$8.49 PER COLUMN INCH OF PRINTED MATTER: Subsequent insertions, \$7.36 p.c.i.

AFFIDAVIT PROVIDED UPON PAYMENT IN FULL. The Idaho County Free Press is the legal newspaper for Idaho County, and the cities and townships therein, and Idaho State. Submissions must arrive prior the Monday, 10 a.m. deadline. Electronic submission of all notices is encouraged and may be transmitted to: freepressads@idahocountyfreepress.com

GUIDELINES/TERMS/CONDITIONS: Advertising prepared to resemble news matter must carry the words "Paid Advertisement." Publisher reserves the right to edit or reject advertising copy including preprinted ads. Publisher is responsible for typographical errors only to the extent of a credit or corrected insertion of the portion of the advertisement that is incorrect because of publisher's error in the first insertion. Advertising rates may be revised at any time upon proper notice. Advertiser assumes full liability for advertising and agrees to indemnify and hold harmless the publisher from all claims, suits and related costs arising by reason of any advertisement. Position requests will be honored to the best of publisher's ability, but no make-goods, re-runs or credits will be considered because advertising is not placed in accordance with request. All rates are net to the newspaper and are non-commissionable. Unless credit has previously been established, all advertising must be paid in advance of publication. Credit may, at publisher's discretion, be established following the submission of appropriate billing information and credit history. All advertising representing the creative effort of the newspaper and/or the utilization of creativity, illustrations, labor, composition or material furnished by the newspaper, is and remains the property of the newspaper. Advertiser agrees it cannot authorize reproduction of any such advertising, in whole or part, without the publisher's written consent.

POLITICAL ADVERTISING: Normal rates, contracts and discounts apply to political advertising. Any advertising this newspaper, at its discretion, deems political in nature, must be prepaid. That includes, but is not limited to, all advertising by candidates or holders of political office; advertising related to bonds, measures, levies or special elections; issues before legislative body, etc. A disclaimer will be printed on the advertisement including the purchaser of the space and/or the duly appointed secretary/treasurer of the organization(s). The name and address of persons or organizations paying for such advertising will be considered public record and will be available to the public.

Publications of Eagle Newspapers, Inc.



Member of the Idaho Newspapers Association, National Newspaper Association, and Pacific Northwest Association of Want Ad Newspapers

www.idahocountyfreepress.com

900 W. Main P.O. Box 690 Grangeville ID 83530 208.983.1200 fax: 208.983.1336

Email: freepressads@idahocountyfreepress.com

FTP site: ftp@idahocountyfreepress.com

CONTACTS:

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Jolene Rupp bookkeeper jrupp@idahocountyfreepress.com

CIRCULATION

as of October 2010 USPS Statement of Circulation

Publications listed on SRDS Grangeville, Idaho 83530 Metro markets of Lewiston, Boise

IDAHO COUNTY FREE PRESS

3,384

by paid subscription and vendors

THE SHOPPER

10,544

Guaranteed Mail delivery

AUDITED CIRCULATION by Circulation Verification Council

2011

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# Shopper IDAHO COUNTY FREE PRESS

## SPECIALTY PRODUCTS



### Classifieds

Private party classifieds are charged by the line, please contact our sales department for pricing information. **ONE PRICE - TWO PUBLICATIONS!**  
208-983-1200; 800-252-0233; www.idahocountyfreepress.com

### Need more? Go regional.

Regional Classifieds **\$75** Place your message within Northwest advertising publications or utilize Display advertising nationally with PaperChain or in the Northwest with Western Retail Ads (WRAP)

Online? Of course! [www.idahocountyfreepress.com](http://www.idahocountyfreepress.com)



### THE CONGO ROOM

7 Days a Week Fine Dining Sun-10pm



**SPECIAL!**

### Presenting Banner

\$70/month  
\$60/month  
w/12-month contract  
2 months FREE **\$600**  
with annual contract for a year

### Standard Banner

\$50/month  
\$45/month  
w/12-month contract  
2 months FREE **\$450**  
with annual contract for a year

### Button Ad

\$30/month  
\$25/month  
w/12-month contract  
2 months FREE **\$250**  
with annual contract for a year

### Text Link

(Up to 20 words)  
\$25/month  
\$20/month  
w/12-month contract  
2 months FREE **\$200**  
with annual contract for a year

IDAHO COUNTY FREE PRESS  
Thursday, December 22, 2010

29°  
FONC/REST

**BK Tire & Auto**  
983-0000

**Hot Jobs**  
Wica Technologies, Inc.  
President

Becky's Bed & Breakfast  
Click here for online coupon

Click HERE to See and Buy Photos

Find a great deal on Your Cable Hookup. Click here to find out how!

Free Press/David Raub  
Saturday, Dec. 26, was a busy day on the tubing hill at Snowhaven Ski Area as post-Christmas crowds lined up to sled the hill under sunny, blue skies. Here, these unidentified girls launch off the top and prepare for the plunge.

Other Stories

## River to River PHONE BOOK

From the Clearwater to the Salmon River and all the communities in-between, the most popular directory on the Prairie. Published each June.



## Real Estate Guide

North Central Idaho Real Estate Guide is a quarterly publication and is widely distributed in the area. November, February, May and August editions available by contract or space available. The most affordable guide in the area.

### Let's Get Acquainted

The Idaho County fact book is our most popular specialty publication of the year - a must buy for all Idaho County retail and service businesses. Published each February.

### Idaho County Welcome

Two editions each year: March and September. These colorful VISITOR GUIDES attract readers and travelers to the many aspects of a wonderful trip to North Central Idaho.

### Hunter's Almanac

Published annually just prior to the October 10 general season. A real sportsman's read - at home, the coffee shop or campfire



## Business DIRECTORY ONLY \$12 per week

1-column size \$156 (13 week run); 2-column size \$312 (13 week run)  
All service directory ads run on a pre-paid basis with a mandatory 13-week commitment. Price includes typesetting and layout and insertion into the Free Press and The Shopper

## Church DIRECTORY DIRECTORY LISTING \$10 per month

The Free Press church directory runs twice each month. Display advertising on our monthly "Faith" page is available at standard open advertising rates. Please contact the advertising department for further information and "Faith" page schedules.

IDAHO COUNTY FREE PRESS FAITH **\$8.37**

FREE PRESS/SHOPPER COMBO **\$12.00**



## Keep In Touch! SUBSCRIPTIONS:

## IDAHO COUNTY FREE PRESS

within Idaho County **\$29**  
elsewhere **\$39**

Banner and button ads use a short message or catchy graphic to get readers' attention so that they click through to your Web site. Text links use up to 20 words of your choice that are hot-linked to your Web site. Change your ad as often as once a month. Designing your online ad is a lot like designing the display ads you already run the Idaho County Free Press and The Shopper. You will work with the same advertising consultant and the same graphic artist. Production costs are included in our rates. And you will be able to "proof" your online ads before they appear on our Web site.