

# Inter/Mountain THE NEWS

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## RATE CARD – 2023

|                         |   |
|-------------------------|---|
| Full page 1 issue \$960 | Publish 4 consecutive issues = \$720 per week |
| 1/2 page 1 issue \$540  | Publish 4 consecutive issues = \$420 per week |
| 1/4 page 1 issue \$330  | Publish 4 consecutive issues = \$240 per week |
| 1/8 page 1 issue \$165  | Publish 4 consecutive issues = \$135 per week |

|  |         |                         |
|--|---------|-------------------------|
| DISPLAY OPEN RATE (Commissionable).....                | \$15.00 | Column Widths In Inches |
| 1-14 Total Inches Per Month (Non-commissionable) ..... | \$13.00 | 1 col – 1.6             |
| 15-39 Total Inches Per Month.....                      | \$11.00 | 2 col – 3.5             |
| 40-119 Total Inches Per Month.....                     | \$ 9.00 | 3 col – 5.5             |
| 120-239 Total Inches Per Month.....                    | \$ 8.00 | 4 col – 7.25            |
| 240-374 Total Inches Per Month.....                    | \$ 7.00 | 5 col – 9.2             |
| 375-499 Total Inches Per Month.....                    | \$ 6.00 | 6 col – 11              |
| 500+ Total Inches Per Month.....                       | \$ 5.00 |                         |

## ADVERTISING DEADLINE Friday at 4 p.m.

*Mechanical Measurements: Printing method is offset. Advertising prepared as digital.  
 Full Page Measures 11 inches wide by 20 inches tall.*

**4-Color—charge is \$65**

**Special 2x3 ad placed each week (payable in advance) Price Per Issue \$45 (\$2,340 annually)**

### CLASSIFIED DISPLAY RATES:

|                                     |                          |
|-------------------------------------|--------------------------|
| 1-36 Total Inches Per Month .....   | \$ 10.00 per column inch |
| 37-79 Total Inches Per Month.....   | \$ 8.00 per column inch  |
| 80-199 Total Inches Per Month.....  | \$ 7.00 per column inch  |
| 200-399 Total Inches Per Month..... | \$ 6.00 per column inch  |
| 400+ Total Inches Per Month.....    | \$ 5.00 per column inch  |

**INSERT RATE (Minimum): \$157.50 full run – 2,100 Circulation printed**

*The News was established March 1958 and serves more than 30 communities in northeastern California, including Burney, Fall River Mills, McArthur, Susanville, Westwood, Chester, Round Mountain, Millville, Shingletown, Montgomery Creek, Big Bend, Johnson Park, Old Station, Glenburn, Cassel, Nubieber, Bieber, Little Valley, Adin, Pittville, Cayton Valley, Pondosa, McCloud & Hat Creek.*

**Subscription rates:** \$59 PER YEAR, \$32 FOR 6 MONTHS. Additional discounts for multiple year subscriptions – 2 Years \$110, 3 Years \$147, 4 Years \$180, 5 Years \$199.