

# The Record Reporter

WWW.THERECORDREPORTER.COM

ADVERTISING@THERECORDREPORTER.COM | Office: (208) 253-6961 | Cell: (224) 678-2923

## ADVERTISEMENT RATE SHEET

Publishing deadline for the next week's issue is Friday by 5PM

### STANDARD RATES

AD SIZE	ONGOING	LIMITED RUN	SAMPLE COPY
FULL PAGE	\$659	\$1225	\$1531
3/4 PAGE	\$496	\$922	\$1153
2/3 PAGE	\$442	\$819	\$1024
1/2 PAGE	\$329	\$612	\$765
1/3 PAGE	\$222	\$348	\$435
1/4 PAGE	\$168	\$311	\$389
1/6 PAGE	\$114	\$211	\$264
1/8 PAGE	\$91	\$168	\$210
1/16 PAGE	\$45	\$84	\$105

ADD 10% TO ANY AD FOR COLOR PRINT

Ask about options for placing a statewide ad buy.

### INSERTS

PRE-PRINTED INSERT SIZE	PER 1000
SINGLE SIDED	\$130
DOUBLE SIDED	\$140
4 PAGE STANDARD	\$150
6 PAGE STANDARD	\$160
8 PAGE STANDARD	\$170

INSERTS LARGER THAN 8.5" X 11" MUST BE FOLDED

ALL INSERTS MUST BE RECEIVED  
2+ WEEKS PRIOR TO PUBLICATION

All advertising rates include initial graphic design assistance, and black & white print.

When submitting artwork, files must be:

- Turned in by Friday at 5PM • 300+ pixels per inch
- One of the following file types (.jpg, .pdf, .png, or .eps)

### Classified Ads

- » \$10 for first 20 words, 10 cents per additional word, per week

### Front Page

- » 10" x 2" \$350 per week

### Business Directory

- » \$12 per week, minimum 13 weeks

### Web Site Ads:

- » Banner Ad 728px x 90px \$195/month
- » Large Box » 336px x 280px \$140/month
- » Calendar Sponsorship \$39/month
- » Puzzle Sponsorship \$49/month

### COLUMN SIZES

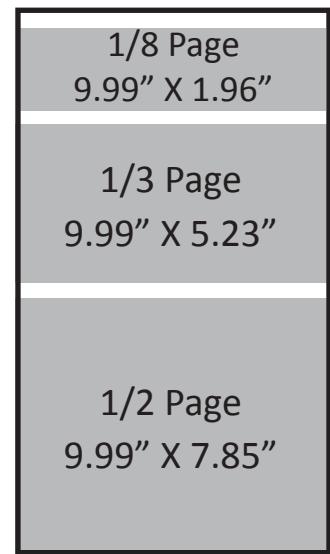
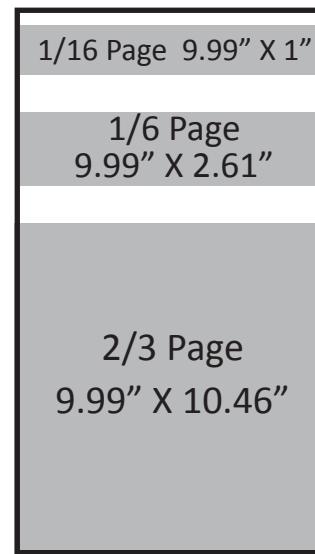
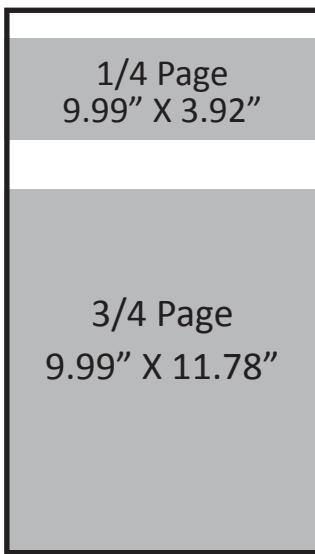
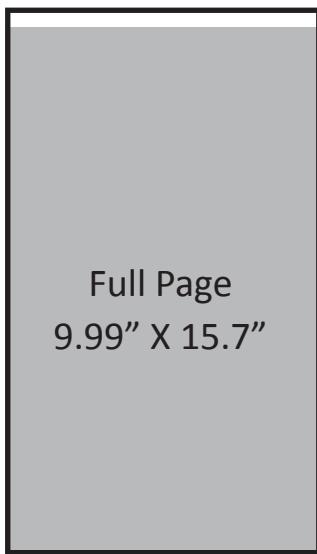
NUMBER OF COLUMNS	WIDTH IN INCHES
1	1.52
2	3.22
3	4.91
4	6.60
5	8.29
6	9.99

Want a unique size? Follow this Formula:

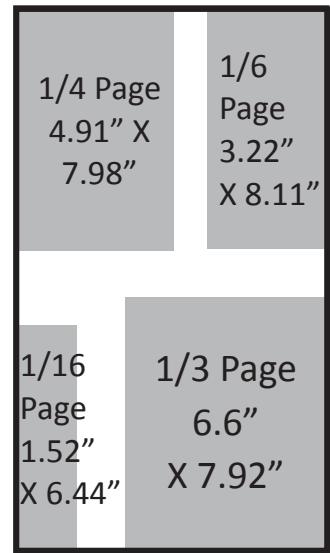
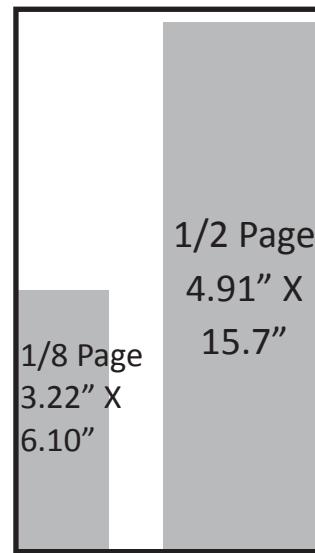
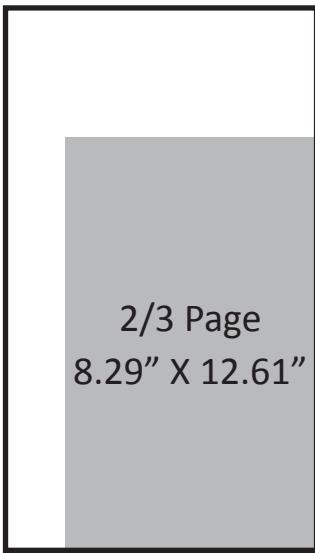
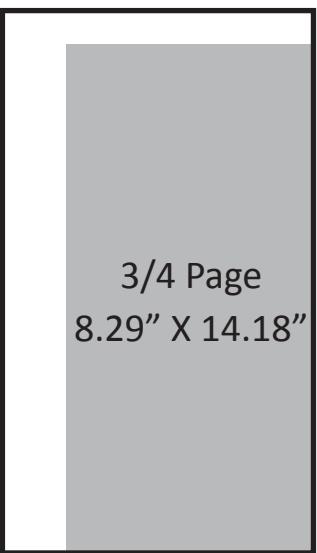
(# of columns wide) X ( # of inches tall) X 13 = Price

# ADVERTISEMENT SIZES

## HORIZONTAL



## VERTICAL



## SPECIAL

