

Rate Card for *The Preston Citizen*

77 S. State Street • P.O. Box 472 • Preston, ID 83263

(208) 852-0155 • Fax (208) 852-0158 • Email: addesign@prestoncitizen.com

Rates Revised February 1, 2009 • Publish Weekly - Wednesdays

Display Advertising Rates

	Citizen	Classified
Open (net rate)	8.90	16.75

Monthly Frequency

Two Weeks	8.75	15.85
Three Weeks	8.30	15.00
Four Weeks	7.85	14.20

Annual Contract

Citizen		Classified	
Inches	Open Rate	Inches	Open Rate
1-199	8.90	1-100	16.75
200-500	8.50	101-200	15.14
501-1000	8.15	201-333	14.84
1001-2000	7.75	334-500	14.53
2001-3000	7.35	501-667	14.25
3001-4000	7.00	668-883	13.95
4001-5000	6.60	834-1000	13.45
5001+	6.25	1001-1167	12.99
		1168-1333	12.68
		1334-1666	12.38
		1667-2000	11.92
		2001-2332	11.53
		2333+	11.07

Any fraction inch charged at half to full inch rate at publisher's discretion.

Color Rates

	Citizen	Classified
Full Page	200	200
Half Page	125	125
Between Half & Full	1.84/ci	1.84/ci
Less than Half Page	2.50/ci	2.50/ci
Minimum	20	50

Mechanical Requirements

Preston Citizen / Classified Section

Number of Columns	6
Column Width	1.55"
Page Size	9.88" x 20.5"
Image Depth	20.25"

20% Charge for Specific Page Placement

Advertising Deadlines:

ROP and Display Classified:
NOON FRIDAY

Classified Liner Advertising Rates

No. of Words	1 Time	2-3 Times	4-6 Times
1 to 13	6.70	10.10	17.45
14 to 17	7.40	11.70	17.85
18 to 21	8.20	13.35	19.80
22 to 25	9.00	14.75	21.80

Call for additional size and frequency options.

Combined Classified Distribution

The Preston Citizen - Preston, ID
The News Examiner - Montpelier, ID
The Leader - Tremonton, UT

Shopper to non-subscribers:

\$2.50 per column inch when available

Inserts: Total Market Coverage Four Area 21,250 Available. Call for details.

Maximum Size: 10" x 11" - Minimum Size: 5.25" x 5.5"

Printed on 60lb text or heavier

Preston Citizen: Subscribers (2,650 Franklin County distribution) • 7.1¢ pp = \$188.15

Total Market Coverage available. Call for details

Quantities for Total Market Coverage

Preston Citizen* - 7,700 inserts TMC

(every home in Franklin County, Grace, Downey, Swan Lake, Lewiston, Trenton, Cove, Cornish)

News-Examiner - Montpelier, ID - 4,150 inserts TMC

Leader - Tremonton, UT - 8,700 inserts TMC

Idaho Enterprise - Malad, ID - 1,550 inserts

*Preston Citizen TMC

Zip Codes:

Clifton	83228
Cornish	84308
Dayton	83232
Downey	83234
Franklin	83237
Grace	83241
Lewiston	84320
Preston	83263
Swan Lake	83281
Thatcher	83283
Trenton	84338
Weston	83286