



RATES AND RECOMMENDED AD SIZES

(208) 634-2123 • 1000 First Street, McCall, ID 83638

FAX (208) 634-4950

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OPEN RATE: \$9.50 Per Column-Inch (ci)

Page Increments	Cost
1/8 page (2x8 or 4x4)	\$152.00
1/4 page (3x10)	\$285.00
1/2 page (4x15)	\$570.00
Full page (6x19.75)	\$1,125.75

Ad size

(col.x inch)	Total inches	Cost
TWO COLUMNS WIDE		
2x2.....	4.....	\$38.00
2x3.....	6.....	\$57.00
2x4.....	8.....	\$76.00
2x5.....	10.....	\$95.00
2x6.....	12.....	\$114.00
2x7.....	14.....	\$133.00
2x8.....	16.....	\$152.00
2x9.....	18.....	\$171.00
2x10.....	20.....	\$190.00
THREE COLUMNS WIDE		
3x3.....	9.....	\$85.50
3x4.....	12.....	\$114.00
3x5.....	15.....	\$142.50
3x6.....	18.....	\$171.00
3x7.....	21.....	\$199.50
3x8.....	24.....	\$228.00
3x9.....	27.....	\$256.50
3x10.....	30.....	\$285.00
3x11.....	33.....	\$313.50
3x12.....	36.....	\$342.00
3x13.....	39.....	\$370.50
3x14.....	42.....	\$399.00
3x15.....	45.....	\$427.50
3x16.....	46.....	\$437.00
3x17.....	51.....	\$484.50
3x18.....	54.....	\$513.00

Deadline: Noon Tuesday for that week's issue.

Additional Charges: Additional charges will be assigned to advertisements that require extraordinary production.

Work will be billed at \$35 per hour.

Color: \$90 for ONE COLOR, \$250 for MORE THAN ONE COLOR. No multiple-week discounts.

Placement: Placement may be requested, but cannot be guaranteed.

Note: New businesses should consult The Star-News Credit Policy before purchasing advertising.

Ad size

(col.x inch)	Total inches	Cost
FOUR COLUMNS WIDE		
4x4.....	16.....	\$152.00
4x5.....	20.....	\$190.00
4x6.....	24.....	\$228.00
4x7.....	28.....	\$266.00
4x8.....	32.....	\$304.00
4x9.....	36.....	\$342.00
4x10.....	40.....	\$380.00
4x11.....	44.....	\$418.00
4x12.....	48.....	\$456.00
4x13.....	52.....	\$494.00
4x14.....	56.....	\$532.00
4x15.....	60.....	\$570.00
4x16.....	64.....	\$608.00
FIVE COLUMNS WIDE		
5x5.....	25.....	\$237.50
5x6.....	30.....	\$285.00
5x7.....	35.....	\$332.50
5x8.....	40.....	\$380.00
5x9.....	45.....	\$427.50
5x10.....	50.....	\$475.00
SIX COLUMNS WIDE		
6x6.....	36.....	\$342.00
6x7.....	42.....	\$399.00
6x8.....	48.....	\$456.00
6x9.....	54.....	\$513.00
6x10.....	60.....	\$570.00

Straight-Word Classifieds: \$8.00 for first 20 words, 10¢ each additional word.

Display Classifieds: \$11.00 per column inch per week, 4-inch maximum

Service Directory: \$40 per column inch per month, 4-inch maximum.

Church Directory: \$8.50 per week.

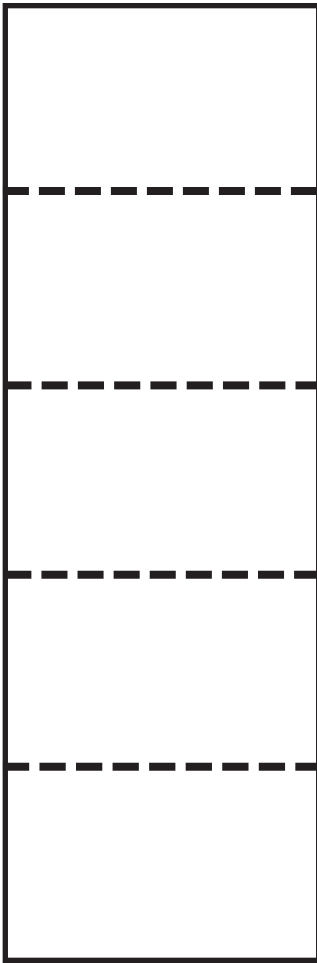
1 col.x5"
\$47.50

1 col.x4"
\$38.00

1 col.x3"
\$28.50

1 col.x2"
\$19.00

1 col x1"
\$9.50

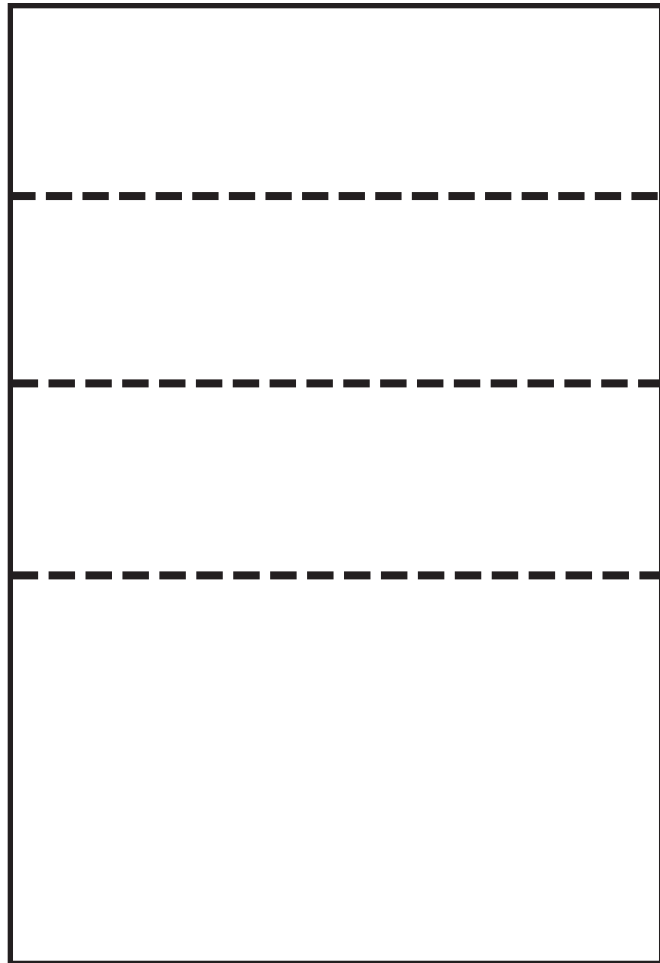


2 col.x5"
\$95.00

2 col.x4"
\$76.00

2 col.x3"
\$57.00

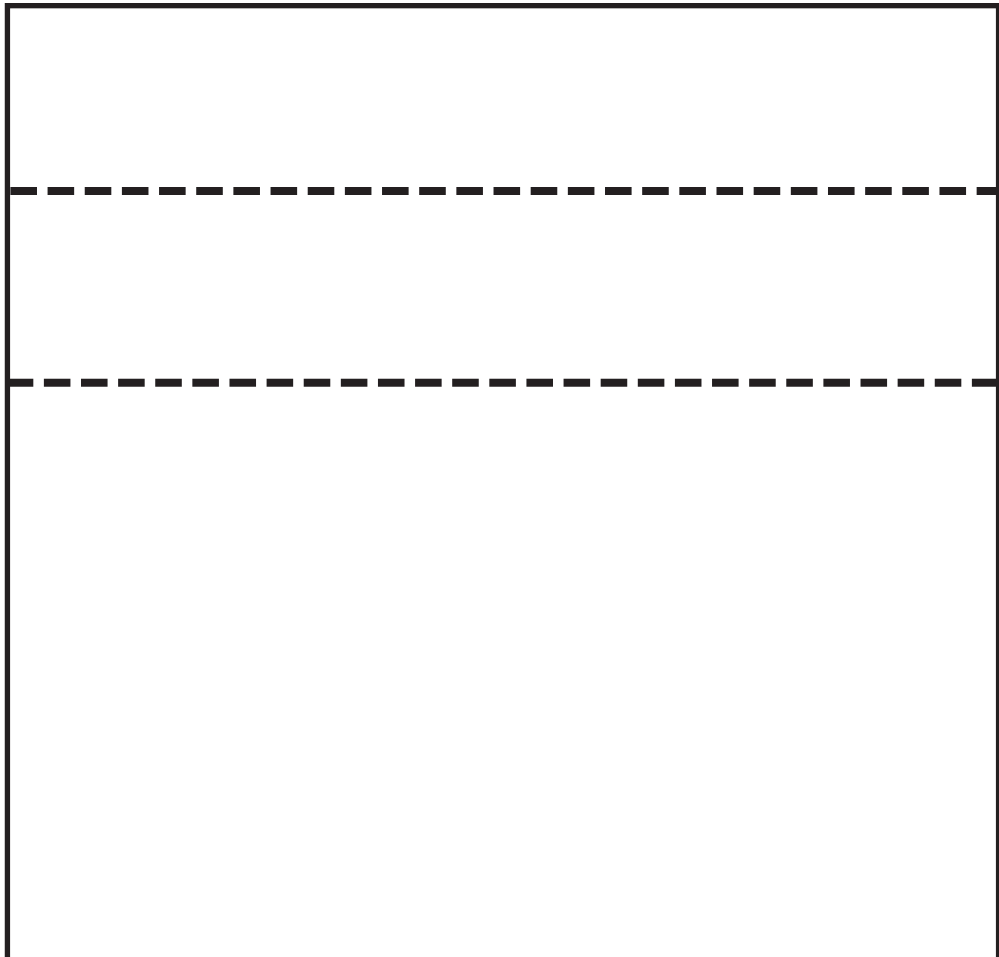
2 col.x2"
\$38.00



3 col.x5"
\$142.50

3 col.x4"
\$114.00

3 col.x3"
\$85.50



Sizes
Shown
On This
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**ACTUAL
SIZE**