



RATES AND MECHANICAL INFORMATION

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Deadlines

- Real Estate: 5 p.m. Fridays.**
- Public Notices: 5 p.m. Mondays.**
- Display and Classified: Noon Tuesdays.**

General Information

- Publication Date:** Every Thursday.
- Circulation:** 4,500 PAID (Avg.)
- Area Served:** Valley County and Meadows Valley in Adams County.
- Principal Cities:** McCall, Cascade, Donnelly, New Meadows.
- Economic base of community:** Tourism, construction, real estate sales, service, retailing, government.
- Major Employers:** Payette National Forest, Tamarack Resort, Valley County, McCall-Donnelly School District, McCall Memorial Hospital, City of McCall.
- Political orientation:** Independent.

Mechanical Requirements

6 Column Broadsheet

- 1 col.....1.66 inches**
- 2 col..... 3.42 inches**
- 3 col.....5.19 inches**
- 4 col.....6.96 inches**
- 5 col.....8.73 inches**
- 6 col.10.5 inches**

- Page depth: 19.75 inches
- Ads must be at least one inch in depth for each column wide.
- Credit is extended to qualified customers by application.
- Publisher assumes responsibility for errors, unless customer has signed a proof of his ad prior to publication. Publisher assumes responsibility for the space occupied by the error only. We must be advised of the error within 5 days.
- All ads are subject to approval of publisher.
- Position requests are honored to the best of our ability but are not guaranteed.
- Extensive composition, either because of complicated original production or extensive copy and layout changes, will be charged at \$35/hour.

Display Advertising Rates

OPEN RATE: \$9.50 NET per column inch

Applies to display advertising and real estate display advertising only. Digital tearsheets only. Customer accounts must be consistently current to qualify.

FULL SERVICE RATE: \$12.00 NET per column inch

Our Full Service Rate is intended to serve the needs of advertising agencies and non-local advertisers who require prompt proof of publication (tearsheets) and other labor intensive bookkeeping services not generally needed by most advertisers. The rate includes up to three tearsheets with invoice for each ad date, sent first class mail. It also includes one set of duplicate invoices at customer request. All customers whose accounts are consistently over 30 days will be charged the full service rate whether or not they require the tearsheet or invoicing service. The Full Service Rate is not subject to discount nor is it commissionable.

COLOR: \$90 for ONE COLOR. \$250 for MORE THAN ONE COLOR.

No discounts for multiple weeks. No guaranteed placement.

VOLUME DISCOUNT PROGRAM

Applies to Open Rate customers who are current on account. The discount program applies to Display advertising only. Display Classified does not qualify. Customers with historically current balances who fail to pay their accounts in full by the last day of the billing month will have their discount for the month revoked.

Structure:

- **10% Discount** - At Least 118 Columns Inches (Equivalent of One Full Page) and less than 237 Column Inches Per Month (Equivalent of Two Full Pages)
- **15% Discount** - More Than 237 Column Inches Per Month (Equivalent of Two Full Pages)

Classified Advertising Rates

PERSONAL CLASSIFIED: \$8.00/20 words, 10¢ ea. additional

Personal classified follows a standard format in which the first three words of each ad appears in capital letters, followed by upper-lower case in a standard style. Customers may not specify modification to the standard style, such as the use of bold face on certain words or special capitalizations.

DISPLAY CLASSIFIED: \$11.00 per column inch

Also commonly referred to as "boxed" classified, this option allows businesses with small advertising budgets to purchase visible display advertising in the classified section without having to compete with larger ads appearing in the news sections.

SERVICE DIRECTORY: \$10.00 per column inch

The Service Directory is a standard feature in the classified section allowing businesses to post a business card. Advertisers must run the same ad a minimum of four consecutive weeks to qualify for this rate. Ads for services which do not qualify for the Service Directory will be charged the Display Classified rate (\$11 pci) and be placed in the Services Offered category of the classified section.

CHURCH DIRECTORY & WELCOME TRAVELER \$8.50/wk.

These regularly appearing directories appear each week.

Insert Rates

The Star-News will charge 13¢ per piece (\$130/M) for a single insertion, 11¢ per piece (\$110/M) if the advertiser runs six or more inserts per year.

Ads or inserts containing the signatures of more than one advertiser will not be accepted unless the primary focus of the ad is the promotion of an event or a group promotion of a single product. Ads or inserts which contain specific product promotion for more than one business entity will be billed to the individual business at the applicable display rate for the space occupied by each separate advertisement.