

# 2013

**OPEN, DISCOUNT  
AND CONSISTENCY  
RATES**

Rates effective: April 2013

IDAHO'S OLDEST WEEKLY NEWSPAPER

## THE SHOPPER

# IDAHO COUNTY FREE PRESS

## ADVERTISING DEADLINES:

**Monday, 10 a.m.  
prior publication.**

## MECHANICAL:

### IDAHO COUNTY FREE PRESS

6-col.x20-inch broadsheet.  
Published Wednesday, 10.5-  
inches x 19.75" or 63 picas x  
118.6 picas.

### The Shopper

6-col.x20-inch broadsheet.  
Published Tuesday.  
10" x 19.75" or 60 picas x  
118.6 picas.

	PICAS	INCHES
1 col.	9p4.5	1.562
2 col.	19p6	3.25
3 col.	29p7.5	4.937
4 col.	39p9	6.625
5 col.	49p10.5	8.312
6 col.	60p	10.00

## Classified Display

Specifications same as above

## PREPRINT RATES/INFO

Up to 8-page tabloid/4-  
page standard:

per 1,000 inserted **\$65**  
Inserts products up to 12-  
page tabloid (6-stnd), **\$75**;

**16-pg tabloid (8-stnd), \$85.**

Quotes do not include printing;  
1,000 minimum. Zoning by zip  
code, region and 100-percent  
TMC available. All preprints must  
be folded to accommodate maxi-  
mum inserting size of 9"x10".

## DELIVERY ADDRESS:

Tribune Publishing Co.  
505 C Street  
Lewiston ID 83501 (pref-  
erred), or  
**Idaho County Free Press**  
900 W. Main  
Grangeville ID 83530

**DELIVERY** hours are Monday  
through Thursday, 8 a.m. until 5  
p.m., Friday 8 a.m. to 3 p.m. at  
either location. Please make  
insertion reservations 10 days  
prior.

## ADVERTISING DEADLINES: Monday, 10 a.m. prior publication.

## OPEN RETAIL DISPLAY/ CLASSIFIED DISPLAY RATES:

The **Idaho County Free Press**, published continuously since 1886, is the state's  
oldest weekly newspaper. Paid subscription and vendor sales account for sales each  
week—52 times a year. The Free Press continues to be a community voice for all of  
Idaho County. **The Shopper** has been Idaho County's most widely distributed  
advertising publication since 1980 and is direct-mailed and rack-distributed  
throughout **Idaho County** and **North Central Idaho**.

## IDAHO COUNTY FREE PRESS THE SHOPPER FREE PRESS/SHOPPER COMBO

**\$8.70** p.c.i.  
**\$8.70** p.c.i.  
**\$12.40** p.c.i.

## VOLUME DISCOUNTS:

All rates listed are per column inch (120 per full page) Volume dis-  
counts can be offered to retail and service businesses based on column-inch volume, by the month. Not applicable  
for contracted rates, specialty publications or community service rates. Discounts are only applicable if account is cur-  
rent and paid in full prior the 12th of the month.

50-129 c.i. per month: 6%; 130-259 c.i. per month: 8%; 260 c.i. and more: 15%.

All discounts are non-commissionable

## ADDITIONAL COVERAGE:

Reach the Quad-Cities within the largest advertising publication  
in the Lewiston Valley; Moscow, Pullman and along the Palouse. LC Valley and Palouse editions available; column inch  
rate is per publication

**MONEYSAVER (LC VALLEY; PALOUSE EDITIONS): \$6.00**

## PROCESS/FULL/SPOT COLOR:

**\$129<sup>00</sup>**

## LEGAL/PUBLIC NOTICE RATE:

**\$8.49**

**PER COLUMN INCH OF PRINTED MATTER:**

**Subsequent insertions, \$7.36 p.c.i.**

**AFFIDAVIT PROVIDED UPON PAYMENT IN FULL.** The Idaho County Free Press is the legal newspaper  
for Idaho County, and the cities and townships therein, and Idaho State. Submissions must arrive prior  
the Monday, 10 a.m. deadline. Electronic submission of all notices is encouraged and may be transmit  
ted to: **freepresslegals@idahocountyfreepress.com**

**GUIDELINES/TERMS/CONDITIONS:** Advertising prepared to resemble news matter must carry the  
words "Paid Advertisement." ♦ Publisher reserves the right to edit or reject advertising copy including  
preprinted ads. ♦ Publisher is responsible for typographical errors only to the extent of a credit or cor-  
rected insertion of the portion of the advertisement that is incorrect because of publisher's error in the  
first insertion. ♦ Advertising rates may be revised at any time upon proper notice. ♦ Advertiser assumes  
full liability for advertising and agrees to indemnify and hold harmless the publisher from all claims, suits  
and related costs arising by reason of any advertisement. ♦ Position requests will be honored to the best  
of publisher's ability, but no make-goods, re-runs or credits will be considered because advertising is not  
placed in accordance with request. ♦ All rates are net to the newspaper and are non-commissionable. ♦  
Unless credit has previously been established, all advertising must be paid in advance of publication. ♦  
Credit may, at publisher's discretion, be established following the submission of appropriate billing infor-  
mation and credit history. ♦ All advertising representing the creative effort of the newspaper and/or the  
utilization of creativity, illustrations, labor, composition or material furnished by the newspaper, is and  
remains the property of the newspaper. Advertiser agrees it cannot authorize reproduction of any such  
advertising, in whole or part, without the publisher's written consent.

**POLITICAL ADVERTISING:** Normal rates, contracts and discounts apply to political advertising. Any  
advertising this newspaper, at its discretion, deems political in nature, must be prepaid. That includes,  
but is not limited to, all advertising by candidates or holders of political office; advertising related to  
bonds, measures, levies or special elections; issues before legislative body, etc. A disclaimer will be print-  
ed on the advertisement including the purchaser of the space and/or the duly appointed secretary/trea-  
surer of the organization(s). The name and address of persons or organizations paying for such adver-  
tising will be considered public record and will be available to the public.

Publications of **Eagle Newspapers, Inc.**



Member of the Newspaper Association of Idaho (N.A.I.),  
National Newspaper Association (NNA), and Pacific  
Northwest Association of Want Ad Newspapers (PNAWAN)

**www.idahocountyfreepress.com**

# RETAIL DISPLAY ADVERTISING

**900 W. Main  
P.O. Box 690  
Grangeville ID 83530**

**208.983.1200**

**fax: 208.983.1336**

## Agency contact:

**amcnab@idahocountyfreepress.com**

## Local contact:

**freepressads@idahocountyfreepress.com**

## FTP site:

**ftp@idahocountyfreepress.com**

## CONTACTS:

### Andy McNab

*Agency/National contact, publisher*  
**AMcnab@idahocountyfreepress.com**

### Wendy Kunkel

*Advertising Director*  
**WKunkel@idahocountyfreepress.com**

### Sarah Klement

*On-line Editor, Sales Representative*  
**SKlement@idahocountyfreepress.com**

### Linda Mort

*Preprint orders*  
**LMort@idahocountyfreepress.com**

### Jolene Rupp

*Bookkeeper*  
**JRupp@idahocountyfreepress.com**

# CIRCULATION

as of October 2013  
USPS Statement of Circulation

Publications listed on SRDS  
Grangeville, Idaho 83530  
Metro markets of Lewiston, Boise

IDAHO COUNTY  
FREE PRESS **3316**

*by paid subscription and vendors*

**THE SHOPPER**  
**10,835**

*Guaranteed Mail delivery*

AUDITED CIRCULATION by  
Circulation Verification Council



2013

**SPECIALTY  
PRODUCTS**

Rates effective: April 2013

IDAHO'S OLDEST WEEKLY NEWSPAPER

**THE Shopper**

**IDAHO COUNTY FREE PRESS**

## Classifieds

Private party classifieds are charged by the line, please contact our sales department for pricing information. **ONE PRICE - TWO PUBLICATIONS!**  
208-983-1200; 800-252-0233; [www.idahocountyfreepress.com](http://www.idahocountyfreepress.com)

## Need more? Go regional.

**Regional Classifieds \$75** Place your message within Northwest advertising publications or utilize Display advertising nationally with PaperChain or in the Northwest with Western Retail Ads (WRAP)

## MORE value; MORE advertising options



## Women in Business

### in Idaho County

Highlighting and celebrating women in business in Idaho County.

**ADVERTISING DEADLINE:**  
August 19, 2013

**PUBLISHED:**  
AUGUST 28, 2013

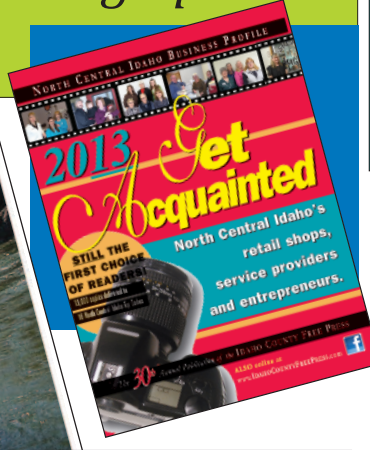


## CW: County Wide a local visitors guide

Four editions per year; fall, winter, spring and summer. Inserted in subscriber copies, counter-topped throughout the region and distributed in 3 states.

**ADVERTISING DEADLINES:**  
CALL YOUR ADVERTISING REPRESENTATIVE

**PUBLISHED QUARTERLY:**  
SEPTEMBER DECEMBER MARCH JUNE



## Let's Get Acquainted

The Idaho County fact book is our most popular specialty publication of the year - a must buy for all Idaho County retail and service businesses.

**ADVERTISING DEADLINE:**  
February 7, 2014

**PUBLISHED:**  
FEBRUARY 25, 2014

[WWW.IDAHOCOUNTYFREEPRESS.COM](http://WWW.IDAHOCOUNTYFREEPRESS.COM)

## Business DIRECTORY ONLY \$12 per week

1-column size \$156 (13 week run); 2-column size \$312 (13 week run)

All service directory ads run on a pre-paid basis with a mandatory 13-week commitment. Price includes typesetting and layout and insertion into the Free Press and The Shopper

## Church DIRECTORY DIRECTORY LISTING \$12 per month

The Free Press church directory runs twice each month. Display advertising on our monthly "Faith" page is available at standard open advertising rates. Please contact the advertising department for further information and "Faith" page schedules.

**IDAHO COUNTY FREE PRESS FAITH \$8.70**

**FREE PRESS/SHOPPER COMBO \$12.40**



## SUBSCRIPTIONS:

**IDAHO COUNTY  
FREE PRESS**

**within Idaho County \$33**

**elsewhere \$42**

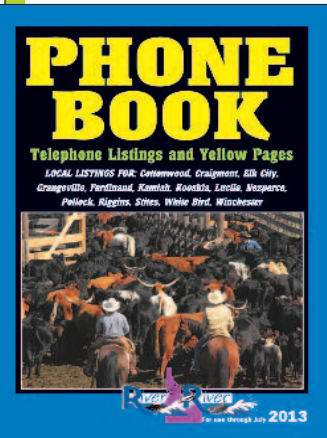
**ONLINE? OF COURSE.**

Online-only subscriptions too.



## North Central Idaho Real Estate Guide

North Central Idaho Real Estate Guide is a quarterly publication and is widely distributed in the area. November, February, May and August editions available by contract or space available. The most affordable guide in the area.



## River to River PHONE BOOK

It's the only one the LOCALS use. From the Clearwater to the Salmon River and all the communities in-between, the most popular directory on the Prairie. Published each July.