



# RATES AND RECOMMENDED AD SIZES

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

**starnews@frontier.com**  
**www.mccallstarnews.com**

**Deadline:** NOON TUESDAY for that week's issue.

**Payment:** Advance payment required unless otherwise arranged with The Star-News.

**Production Charges:** Routine ad production is provided at no additional charge. Extraordinary production work will be billed at \$35 per hour.

**Color:** \$90 for ONE COLOR (Red or Blue), \$250 for FULL COLOR. Flat rate for all sizes.

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

OPEN RATE: \$10.50 Per Column-Inch

Page Increments .....	Cost
1/8 page (2x8, 4x4) .....	\$168.00
1/4 page (3x10) .....	\$315.00
1/2 page (4x15, 6x10) ....	\$630.00
Full page (6x19.75).....	\$1,244.50

Ad size (col.x inch) Total inches	Cost
<b>TWO COLUMNS WIDE</b>	
2x2..... 4 .....	\$42.00
2x3..... 6 .....	\$63.00
2x4..... 8 .....	\$84.00
2x5..... 10 .....	\$105.00
2x6..... 12 .....	\$126.00
2x7..... 14 .....	\$147.00
2x8..... 16 .....	\$168.00
2x9..... 18 .....	\$189.00
2x10..... 20 .....	\$210.00

Ad size (col.x inch) Total inches	Cost
<b>THREE COLUMNS WIDE</b>	
3x3..... 9 .....	\$94.50
3x4..... 12 .....	\$126.00
3x5..... 15 .....	\$157.50
3x6..... 18 .....	\$189.00
3x7..... 21 .....	\$220.50
3x8..... 24 .....	\$252.00
3x9..... 27 .....	\$283.50
3x10 1/4 Pg.30 .....	\$315.00

Ad size (col.x inch) Total inches	Cost
<b>FOUR COLUMNS WIDE</b>	
4x4..... 16 .....	\$168.00
4x5..... 20 .....	\$210.00
4x6..... 24 .....	\$252.00
4x7..... 28 .....	\$294.00
4x8..... 32 .....	\$336.00
4x9..... 36 .....	\$378.00
4x10..... 40 .....	\$420.00

Ad size (col.x inch) Total inches	Cost
<b>FIVE COLUMNS WIDE</b>	
5x5..... 25 .....	\$262.50
5x6..... 30 .....	\$315.00
5x7..... 35 .....	\$367.50
5x8..... 40 .....	\$420.00
5x9..... 45 .....	\$472.50
5x10..... 50 .....	\$525.00

Ad size (col.x inch) Total inches	Cost
<b>SIX COLUMNS WIDE</b>	
6x10 1/2 Pg.60 .....	\$630.00

**Straight-Word Classifieds: \$9.00 for first 20 words, 10¢ each additional word.**

**Boxed Classifieds: \$12.00 per column inch per week.**

**Service Directory: \$11.00 per column inch per month.**

**Church Directory: \$10.50 per week.**

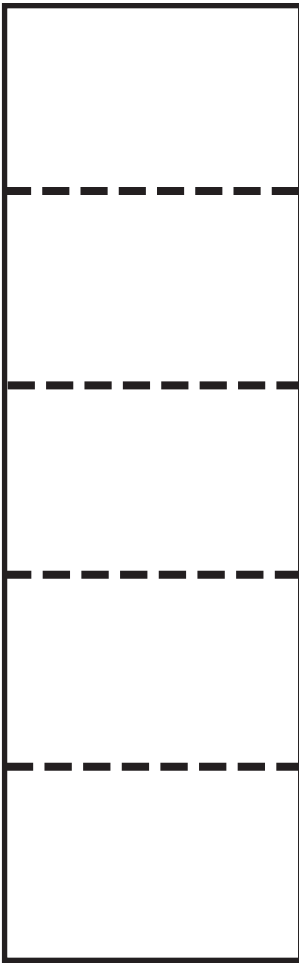
1 col.x5"  
\$52.50

1 col.x4"  
\$42.00

1 col.x3"  
\$31.50

1 col.x2"  
\$21.00

1 col x1"  
\$10.50

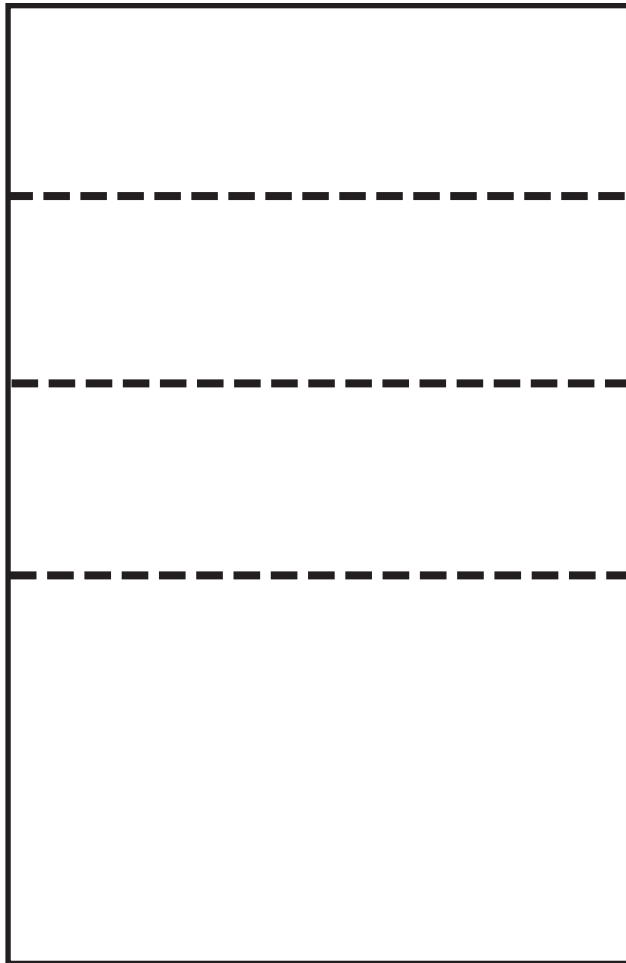


2 col.x5"  
\$105.00

2 col.x4"  
\$84.00

2 col.x3"  
\$63.00

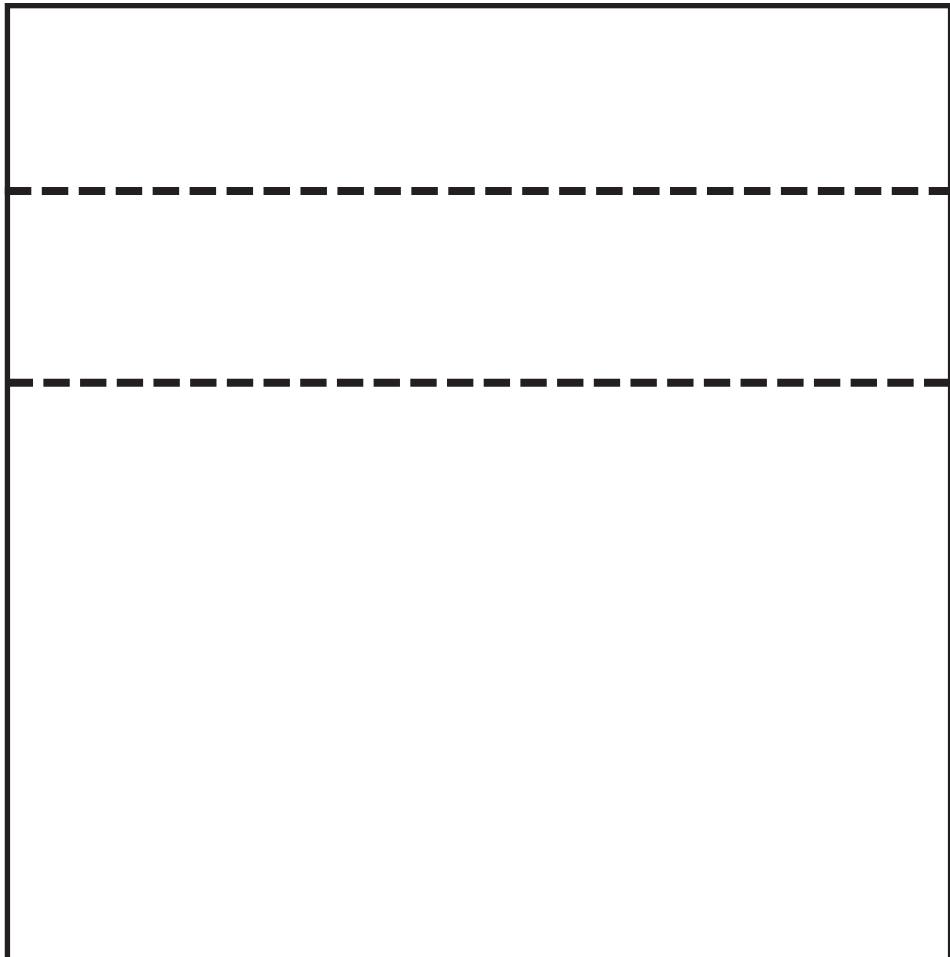
2 col.x2"  
\$42.00



3 col.x5"  
\$157.50

3 col.x4"  
\$126.00

3 col.x3"  
\$94.50



Sizes  
Shown  
On This  
Page Are  
**ACTUAL  
SIZE**