



RATES AND RECOMMENDED AD SIZES

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

starnews@frontier.com

www.mccallstarnews.com

OPEN RATE: \$11.00 Per Column-Inch

Page Increments Cost

1/8 page (2x8, 4x4) \$176.00

1/4 page (3x10) \$330.00

1/2 page (4x15, 6x10) \$660.00

Full page (6x19.75).....\$1,303.50

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.

Ad size

(col.x inch) Total inches Cost

TWO COLUMNS WIDE

2x2..... 4 \$44.00

2x3..... 6 \$66.00

2x4..... 8 \$88.00

2x5..... 10 \$110.00

2x6..... 12 \$132.00

2x7..... 14 \$154.00

2x8..... 16 \$176.00

2x9..... 18 \$198.00

2x10..... 20 \$220.00

THREE COLUMNS WIDE

3x3..... 9 \$99.00

3x4..... 12 \$132.00

3x5..... 15 \$165.00

3x6..... 18 \$198.00

3x7..... 21 \$231.00

3x8..... 24 \$264.00

3x9..... 27 \$297.00

3x10 1/4 Pg.30 \$330.00

Ad size

(col.x inch) Total inches Cost

FOUR COLUMNS WIDE

4x4..... 16 \$176.00

4x5..... 20 \$220.00

4x6..... 24 \$264.00

4x7..... 28 \$308.00

4x8..... 32 \$352.00

4x9..... 36 \$396.00

4x10..... 40 \$440.00

FIVE COLUMNS WIDE

5x5..... 25 \$275.00

5x6..... 30 \$330.00

5x7..... 35 \$385.00

5x8..... 40 \$440.00

5x9..... 45 \$495.00

5x10..... 50 \$550.00

SIX COLUMNS WIDE

6x10 1/2 Pg.60 \$660.00

Straight-Word Classifieds: \$10.00 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: \$11.00 per week.

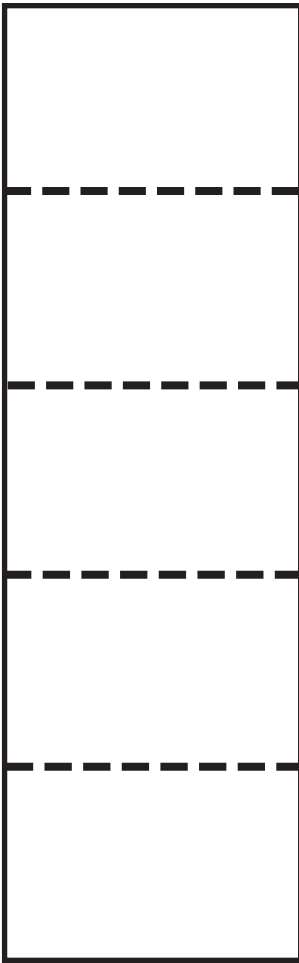
1 col.x5"
\$55.00

1 col.x4"
\$44.00

1 col.x3"
\$33.00

1 col.x2"
\$22.00

1 col x1"
\$11.00

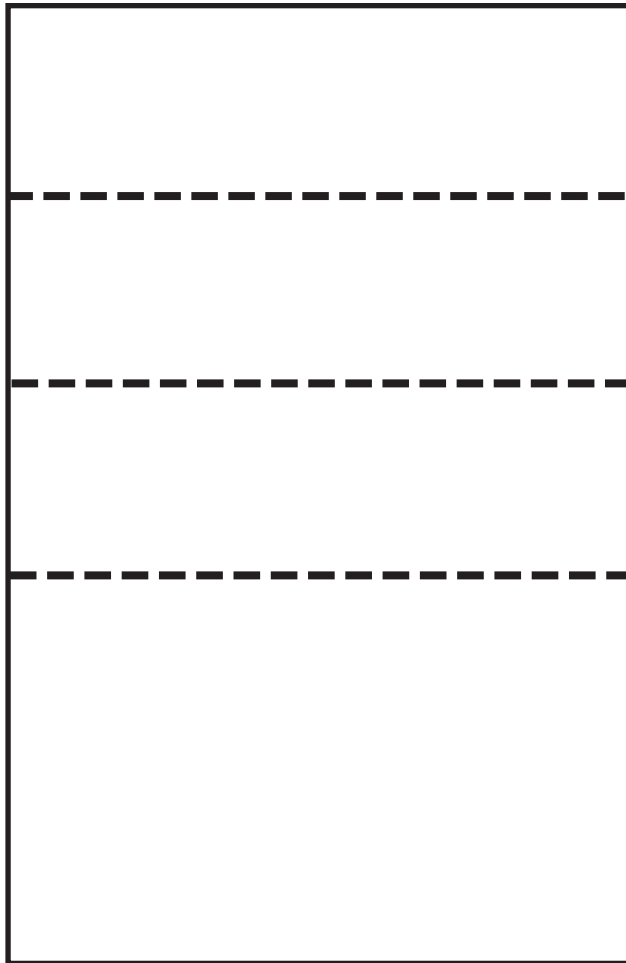


2 col.x5"
\$110.00

2 col.x4"
\$88.00

2 col.x3"
\$66.00

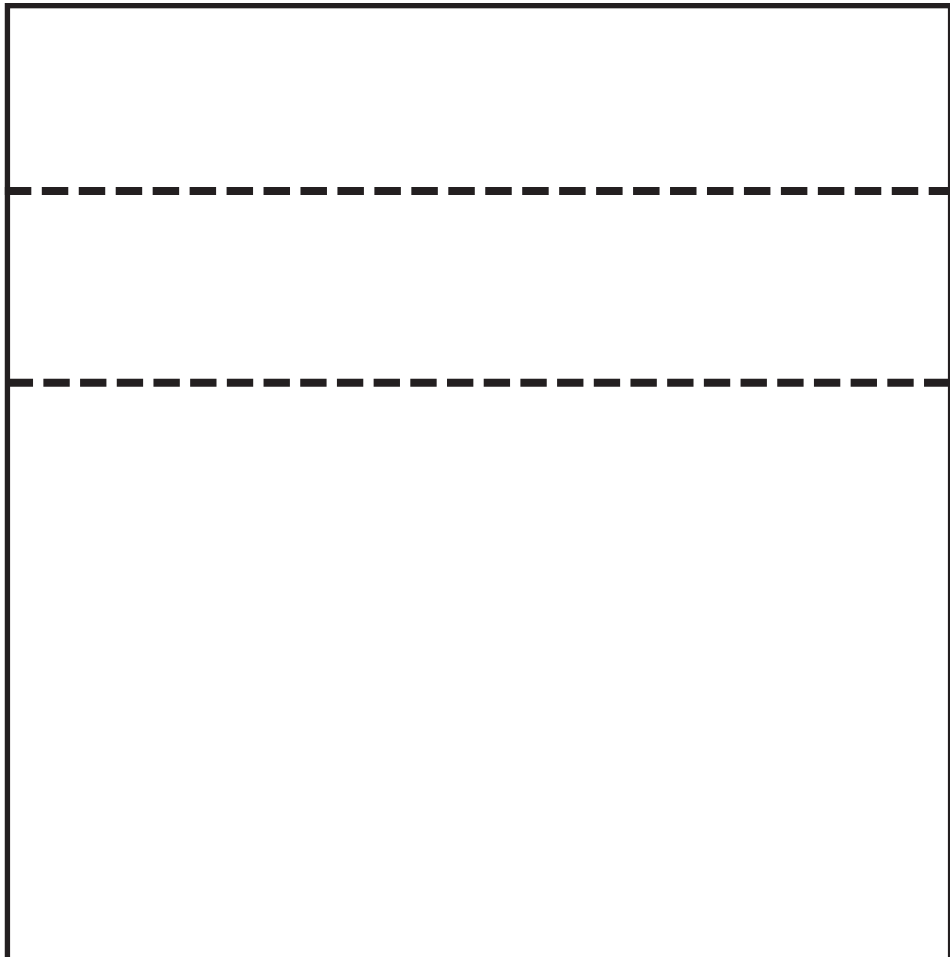
2 col.x2"
\$44.00



3 col.x5"
\$165.00

3 col.x4"
\$132.00

3 col.x3"
\$99.00



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