



RATES AND MECHANICAL INFORMATION

(208) 634-2123

1000 First Street, McCall, ID 83638 • starnews@frontier.com • www.mccallstarnews.com

Deadline:
NOON TUESDAY

Publication Date:
EVERY THURSDAY

Circulation:
4,000 PAID (Average)

Column Widths
6 Column Broadsheet
1 column.....1.57 inches
2 columns. 3.26 inches
3 columns.4.94 inches
4 columns.6.63 inches
5 columns.8.31 inches
6 columns.10.00 inches
Page Depth.....19.75 inches

Area Served: Valley County (McCall, Cascade, Donnelly) and Meadows Valley in Adams County (New Meadows).

Economic Base of Community: Visitor Services, Retailing, Construction, Health Care, Education, Government, Services.

Major Employers: Payette National Forest, Valley County, McCall-Donnelly School District, St. Luke's McCall, City of McCall, Shore Lodge, Tamarack Resort, Brundage Mountain Resort.

Political Orientation: Independent.

NOTES TO ADVERTISERS:

- Ads must be at least one inch in depth for each column wide. (Example: 2x2, 3x3, 4x4, etc. are acceptable. 3x2, 4x3, etc. are not permitted).
- Advance payment is required unless other arrangements are made with The Star-News.
- The Star-News assumes responsibility for errors unless customer has approved a proof of his ad prior to publication. The Star-News assumes responsibility for the space occupied by the error only. The Star-News must be advised of the error within 5 days.
- All ads are subject to approval of The Star-News before publication.

Display Advertising Rates:
\$10.50 per column-inch (columns wide by inches tall)

- No discounts for multiple weeks.
- Position requests are honored when possible, but are not guaranteed.
- For advertising agencies - this is the NET RATE to be paid to The Star-News.
- Production is provided at no extra charge unless extensive work is required.
- Extraordinary production will be charged at \$35 per hour.

COLOR:
\$90 for ONE COLOR (Blue or Red) - Flat rate for all ad sizes
\$250 for FULL COLOR - Flat rate for all ad sizes

Classified Advertising Rates:
STRAIGHT-WORD CLASSIFIED:

\$9.00 for Up to 20 Words, 10¢ for Each Additional Word
 • First three words to appear in ALL CAPITAL LETTERS.
 • No bold-face, italics or other all-capital words permitted.
 • No multiple week discount.

BOXED CLASSIFIED
\$12.00 per column-inch (columns wide by inches tall)
 • Appears in the Classifieds.
 • No multiple week discount.

SERVICE DIRECTORY
\$11.00 per column-inch (columns wide by inches tall)
 • Minimum of four consecutive weeks required
 • No discount for multiple months.

INSERTS RATES
 • 13¢ each (\$130/M) for a single insertion
 • 11¢ each (\$110/M) for 6 to 12 inserts per year
 • 9¢ each (\$90/M) for 12 or more inserts per year.
 • 8¢ each (\$80/M) for 20 or more inserts per year.

Inserts with multiple business logos permitted only if the primary focus of the ad is the promotion of an event or a group promotion of a single product.

OTHER RATES:
Church Directory & Welcome Traveler - \$10.50/week