

# 2018

## ADVERTISING RATES

Effective January 1, 2018



### YOUR LIFESTYLE. YOUR NEWS.

The Daily News has up-to-date local and regional news and we'll deliver how you want it, when you want it.

MOSCOW-PULLMAN  
**DAILY NEWS**  
local. fresh.

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Moscow, ID  
www.DNews.com  
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**The Power To Succeed. Since 1911.**

## YEARLY CONTRACT RATES

Commitment	Daily Rate	Wkd Rate
<b>\$4,500</b>	\$14.46	\$14.80
<b>\$10,500</b>	\$13.23	\$13.54
<b>\$25,000</b>	\$12.14	\$12.41
<b>\$55,000</b>	\$11.05	\$11.29

Base rate: **\$16.64 Daily, \$17.04 Weekend**

## FREQUENCY DISCOUNTS

If you are running the same ad multiple times within a 6 day period, apply the frequency discount percentage on the second and subsequent ads.

1...Full Price    3..... 40%    5..... 40%  
2.....30%    4..... 40%    6.....FREE

## FLIGHT AD PROGRAM

- Ads run 3x in a six day period
- Rates just \$11 per inch for every ad of the run
- Includes full color

## MONTHLY SPENDING PROGRAM

Monthly Spending*	Daily Base Rate PCI	Discount Off Open PCI	Weekend Base Rate PCI	Discount Off Open PCI
\$500 - \$1,499	\$15.55	8%	\$15.92	8%
\$1,500 +	\$15.00	10%	\$15.36	10%

\*Total spent on advertising per month. No contract to sign.

## RETAIL ADS DEADLINES

Reservation & Day Ad Running .....	Copy Deadline
Monday .....	Noon, Thursday
Tuesday .....	Noon, Friday
Wednesday .....	Noon, Monday
Thursday .....	Noon, Tuesday
Friday .....	Noon, Wednesday
Saturday .....	Noon, Wednesday

*Early deadlines for holidays*

## CLASSIFIED DISPLAY ADS

PCI.....	<b>Weekday ..</b>	<b>Weekend</b>
Base Rate .....	\$12.27 .....	\$12.54
Recruitment Rate* .....	\$14.32 .....	\$14.98

\*Frequency discount does not apply to Recruitment Advertising

\*Contract rates do not apply to Recruitment Advertising

Level	Rate	Rate	Level	Rate	Rate
<b>\$2,000</b>	\$11.53	\$11.78	<b>\$6,000</b>	\$10.51	\$10.73
<b>\$3,500</b>	\$11.06	\$11.30	<b>\$10,500</b>	\$9.95	\$10.16

Interim annual spending levels are available. Not applicable to recruitment advertising.

## ADVERTISING SERVICES

- FREE professional ad design.
- E-tears provided at no charge.
- Guaranteed Placement with additional premium placement charge of 25% of space cost.

## BUSINESS BUILDER RATES

Ad runs 8 times in the Daily News & 1 time in The Market. \$8.25 per column-inch, all runs. Includes full color.

## CLASSIFIED ADS DEADLINES

### Classified Liner Ads:

For line ads that run Tuesday through Friday, the deadline is 3 p.m. the day prior to publication. Saturday and Market deadline is 1 p.m. Friday. Monday ad deadline is 4 p.m. Friday.

### Classified Display Ads:

Reservation & Day Ad Running ...	Copy Deadline
Monday .....	Noon, Thursday
Tuesday .....	Noon, Friday
Wednesday .....	Noon, Monday
Thursday .....	Noon, Tuesday
Friday .....	Noon, Wednesday
Saturday .....	Noon, Wednesday

## BUSINESS BUILDER RATE BUNDLES!

**In Print and Online!** Small space, high-frequency "business builder" ads runs 8 times in Daily News, and 1 time in The Market. Includes full color.

	Columns		
Depth	1	2	3
5"	\$412.50	\$776.50	\$1207.50
4"	\$336	\$662	\$988
3"	\$259.50	\$509	\$738.50
2"	\$183	\$336	\$509
1"	\$106.50	\$183	\$259.50

## BRAND AWARENESS PROGRAM

Ad runs 2 times in the Daily News, 1 time in The Market within a 6-day period. Includes full color.

	Columns		
Depth	1	2	3
3"	\$88.50	\$167	\$240.50
2"	\$64	\$108	\$167
1"	\$39.50	\$64	\$88.50

## SPECIAL RETAIL RATES

**Nonprofit Organization** ..... \$13.09  
**Lewiston Tribune Pickup** ..... \$14.06\*

\*Trib rate applies to businesses on Palouse with no storefront in LC Valley. Includes full color.

## THE MARKET

**Increase your market reach...** Published Wednesday and delivered to 24,655 households. Contains display & classified ads and preprinted inserts. Ask your Marketing Consultant for discounted pickup rates

## PREPRINT INSERTION RATES

Daily News	Flat Rate
Single Sheet Full Run (Daily News).....	\$378
Single Sheet Latah Zoned (Daily News) .....	\$273
Single Sheet Whitman Zoned (Daily News) .....	\$168
Multi-Page Insert (Daily News) .....	\$462
Multi-Page Insert Latah Zoned (Daily News) .....	\$320
Multi-Page Insert Whitman Zoned (Daily News) .....	\$195

The Market	Flat Rate
Single Sheet Full Run .....	\$472
Single Sheet Latah Zoned.....	\$336
Single Sheet Whitman Zoned.....	\$210
Multi-Page Insert .....	\$583
Multi-Page Insert Latah Zoned .....	\$410
Multi-Page Insert Whitman Zoned .....	\$252

10% discount on commitment to 6 or more inserts per year.

## DIGITAL ENHANCEMENT

All retail print ads will appear for a full week online at **Imtribune.com** or **dnews.com**.

**DIGITAL ENHANCEMENT** - All retail and classified display print ads will appear for a full week online at Imtribune.com or dnews.com. This super-charged digital enhancement boosts your SEO and helps you win local search.

Also included are 5,000 online impressions and inclusion in our E-Edition. \$50 per ad.

## Mechanical Requirements

### RETAIL

Columns..Inches	Columns..Inches
1 ..... 1.56"	5 ..... 8.31"
2 ..... 3.25"	6 ..... 10"
3 ..... 4.94"	13 ..... 21"
4 ..... 6.62"	(Double Truck)

### CLASSIFIED

Columns..Inches	Columns..Inches
1 ..... 1.17"	5 ..... 6.22"
2 ..... 2.44"	6 ..... 7.48"
3 ..... 3.69"	7 ..... 8.74"
4 ..... 4.96"	8 ..... 10"

Advertising ordered over 18 inches in depth will be billed at 20 inches. 100 line screen required.