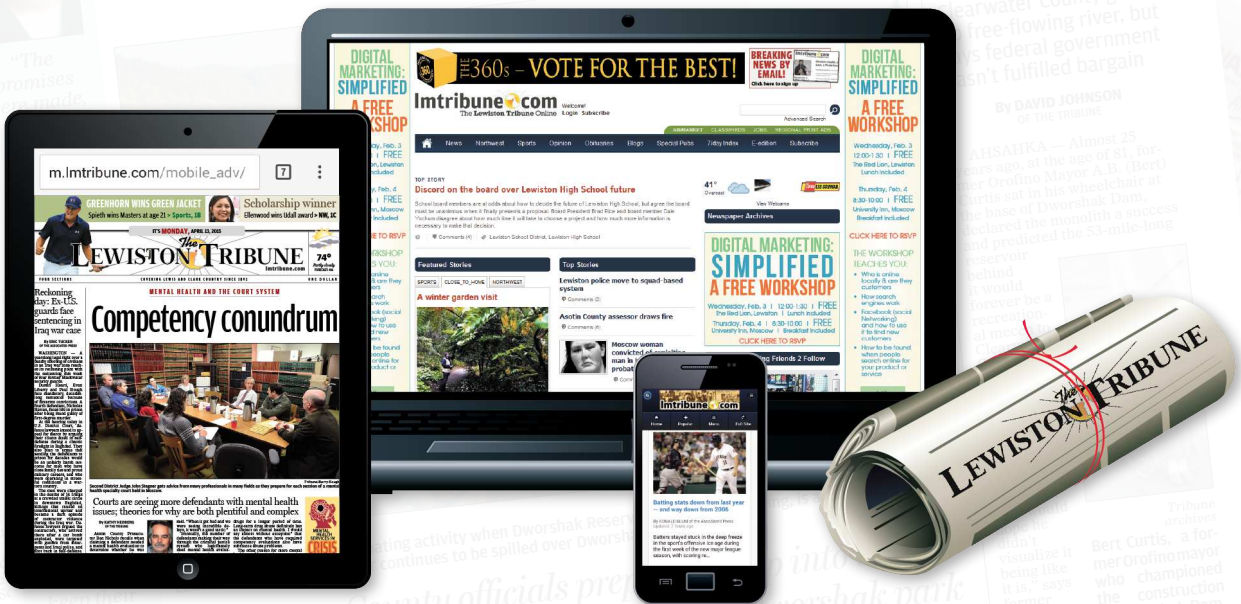


2018

ADVERTISING RATES

Effective January 1, 2018



YOUR LIFESTYLE. YOUR NEWS.

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

The
LEWISTON TRIBUNE

505 Capital St., Lewiston, Idaho
Imtribune.com | 208.743.9411

The Power To Succeed. Since 1892.

2018 RETAIL DISPLAY RATES

YEARLY CONTRACT RATE

Commitment Level	Daily Rate	Sunday Rate
\$2,000	\$22.50	\$24.50
\$3,500	\$22.00	\$23.00
\$5,000	\$21.00	\$22.00
\$10,500	\$20.00	\$21.00
\$25,000	\$19.00	\$20.00
\$55,000	\$18.00	\$19.00
\$100,000	\$17.00	\$18.00

The base rate is \$23 for Daily and \$25 for Sunday.
All rates include full color.

FLIGHT ADVERTISING PROGRAM

- Rate adjusted to \$14.50 pci*
- Includes full color
- Ads must run within a calendar week. 3x minimum.

FREQUENCY DISCOUNTS

If you are running the same ad multiple times within a 7 day period, apply the frequency discount percentage on 2nd and subsequent ads.

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

RETAIL DEADLINES

DAY AD RUNNING

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

RESERVATION/COPY

5 p.m. Wednesday

4 p.m. Thursday

4 p.m. Friday

5 p.m. Friday

4 p.m. Monday

4 p.m. Tuesday

4 p.m. Wednesday

THE MARKET

Wednesdays

Previous Wednesday

****EARLY DEADLINES ARE IMPLEMENTED FOR HOLIDAYS**

2018 CLASSIFIED ADVERTISING RATES

Commitment	Daily Rate	Sun/Wed Rate
\$4,500	\$13.38	\$14.58
\$8,000	\$12.89	\$14.07
\$14,000	\$12.29	\$13.42
\$25,000	\$11.00	\$13.00
\$75,000	\$10.83	\$11.88
\$130,000	\$10.00	\$11.00

PER COLUMN INCH

Base Rate

Recruitment Rate*

WEEKDAY

\$15.14

\$18.47

SUNDAY

\$15.87

\$18.96

BUSINESS BUILDER RATE: \$9.95 pci

*Frequency discount & Contract rates do not apply to Recruitment Advertising

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

CLASSIFIED DEADLINES

REGULAR CLASSIFIED: Line ads that run Tuesday through Friday deadline is 4:30p.m. day prior to publication. Weekend deadline is 4:00p.m. on Friday.

CLASSIFIED DISPLAY: Sunday: 5 p.m. on Wednesday - Monday: 4 p.m. on Thursday - Tuesday: 4 p.m. on Friday - Wednesday: 5 p.m. on Friday - Thursday: 4 p.m. on Monday - Friday: 4 p.m. on Tuesday - Saturday: 4 p.m. on Wednesday

CONTACT INFORMATION: Doug Bauer – 208-848-2269, Director of Marketing

SPECIAL RATES & FREQUENCY PROGRAMS

BUSINESS BUILDER RATES

Effective and Affordable!

Small space, high frequency "business builder" ad runs 8 times in the Tribune, 1 time in the Market. Includes full color.

COLUMNS		1	2	3
INCHES	5	\$565.90*	\$1,092.20*	\$1,628.50*
	4	\$450.88*	\$881.52*	\$1,312.49*
	3	\$345.70*	\$739.00*	\$986.86*
	2	\$240.36*	\$428.88*	\$739.00*
	1	\$135.18*	\$240.36*	\$345.71*

15" Maximum size.

BRAND AWARENESS PROGRAM

Ad runs 2 times in the Tribune and 1 time in the NWMarket Shopper within a 7-day period. Includes full color.

COLUMNS		1	2	3
INCHES	3.0	\$99.22*	\$188.44*	\$277.66*
	2.0	\$69.48*	\$128.96*	\$188.44*
	1.0	\$39.74*	\$69.48*	\$99.22*

ADVERTISING SERVICES

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

DIGITAL ENHANCEMENT

*All 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-Edits. \$50 per ad.

MARKET

Increase your market reach...

Published each Wednesday and delivered to 24,655 households. Contains display & classified ads and preprinted inserts.

Ask your marketing consultant for discounted pickup rates.

SPECIAL RETAIL RATES

	Weekday	Sunday
Non-profit/Recognized Charity	\$18.96	\$19.99
Daily News pick-up Rate	\$10.94	*\$11.18

Includes full color. *Saturday Weekend Edition

PREPRINT INSERTION RATES

Customized delivery - by zone or entire market
For Tribune and Non-subscriber Shopper

Size	Open Daily	Open Sunday	Annual Contract Daily Rates			
			6-12	13-25	26-51	52+
Card/envelope.....	\$39.....	\$41.....	\$37	\$35	\$33	\$28
4 tab/2 std.....	\$45.....	\$48.....	\$43	\$41	\$39	\$34
8 tab/4 std.....	\$56.....	\$58.....	\$53	\$51	\$49	\$44
12 tab/6 std.....	\$59.....	\$61.....	\$56	\$54	\$52	\$47
16 tab/8 std.....	\$62.....	\$64.....	\$59	\$57	\$55	\$50
20 tab/10 std.....	\$64.....	\$66.....	\$61	\$59	\$57	\$52
24 tab/12 std.....	\$67.....	\$69.....	\$64	\$62	\$60	\$55
28 tab/14 std.....	\$69.....	\$71.....	\$66	\$64	\$62	\$57

Each additional size increment increase by \$2.00 per 1,000
Sunday preprint insertion rate \$2.00 per 1,000 additional to daily contract rates

For Partial Distribution (less than full run) add \$2 per thousand to the above figures. Preprint minimum charge will be for 4,500 pieces.

MECHANICAL REQUIREMENTS

RETAIL

Standard size page - 6 columns. Advertising ordered over 18 in. in depth billed at 20 in.

COLUMNS.....	INCHES
1.....	1.56"
2.....	3.25"
3.....	4.94"
4.....	6.62"
5.....	8.31"
6.....	10"
13 (Double Truck).....	21" x 20"

CLASSIFIED

8-column format-page size 10"x20". Advertising over 18 in. in depth billed at 20 in.

COLUMNS.....	INCHES
1.....	1.17"
2.....	2.44"
3.....	3.694"
4.....	4.96"
5.....	6.22"
6.....	7.48"
7.....	8.74"
8.....	10"