The temperature was along with the mercury, sometimes aglow with bat every year I've been here, and dentist John Johnson, carrying hay bales and a dentist save the year's most-anticipated holiday? For more chair in the center of the father, grandfather and found it. Like his own father and Louie's father, Wing Jong, parade route, in the small parking lot next to the Moose Lodge, the "Penguin City and give "Chin-

Just off the Sixth Street on a special meaning near Christmas time, Carlson and youngsters gift boxes. The line of floats, including the Moose Lodge float, stretch down Sixth Street as more from becoming naturalized citizens and bringing. "Twelve or 15 people are going 'Oh "Twelve or 15 people are going 'Oh.

"The promises were made, but they weren't kept.

Marguerite McLaughlin, former Idaho state senator said that accusation is an "embarrassment to the residents of our county." He contended com-
**RETail Display Rates**

<table>
<thead>
<tr>
<th>PCI</th>
<th>Weekday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Rate*</td>
<td>$23.00</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

*Advertising Packages available upon request. *Includes full color.

---

**Business Builder Rate**

**In Print and Online!** Small space, high-frequency “business builder” ads run 9 times within a 30-day period

<table>
<thead>
<tr>
<th>PCI</th>
<th>Weekday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Rate PCI*</td>
<td>$12.95</td>
<td></td>
</tr>
</tbody>
</table>

*Includes full color.

---

**Flight Ad Program**

Ads run a minimum of 3 times within a 7-day period.

<table>
<thead>
<tr>
<th>PCI</th>
<th>Weekday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Rate PCI*</td>
<td>$14.50</td>
<td></td>
</tr>
</tbody>
</table>

*Includes full color.

---

**Special Retail Rates**

<table>
<thead>
<tr>
<th>PCI</th>
<th>Weekday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nonprofit Organization</td>
<td>$18.96</td>
<td>$19.99</td>
</tr>
<tr>
<td>Moscow/Pullman Daily News Pickup</td>
<td>$10.94</td>
<td>$11.18</td>
</tr>
<tr>
<td>Inland 360</td>
<td>$25.00</td>
<td></td>
</tr>
</tbody>
</table>

---

**Digital Enhancement**

All retail and classified display print ads will appear for a full week online at lmtribune.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.

---

**Other Services Available**

- Digital advertising
- Email Marketing
- Direct Mail
- Sticky Notes
- Billboards
- Videos
- Commercial Printing

Please ask your Marketing Consultant for more information.

---

**Contact Information:** Doug Bauer at dbauer@lmtribune.com
Advertising Rates  Effective January 1, 2022

**RETAIL DISPLAY RATES**

PCI .......................... Weekday  ............. Weekend
Base Rate* ....................... $16.64  ............. $17.04

Advertising Packages available upon request. *Includes full color.

**BUSINESS BUILDER RATE**

*In Print and Online!* Small space, high-frequency “business builder” ads runs 9 times within a 30-day period
Base Rate PCI* ......................................................... $8.94

*Includes full color.

**FLIGHT AD PROGRAM**

Ads runs a minimum of 3 times within a 7-day period.
Base Rate PCI* ........................................................... $11.00

*Includes full color.

**SPECIAL RETAIL RATES**

PCI .......................... Weekday  ............. Sunday
Nonprofit Organization...... $18.96  ...................... $19.99
Moscow/Pullman Daily News Pickup .......................... $10.94  ................. $11.18
Inland 360 .......................... $25.00

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**OTHER SERVICES AVAILABLE**

- Digital advertising  
- Email Marketing  
- Direct Mail  
- Sticky Notes

Please ask your Marketing Consultant for more information

**CLASSIFIED ADVERTISING RATES**

PCI .......................... Weekday  ............. Weekend
Base Rate .......................... $12.27  ............. $12.54
Recruitment Rate* ............... $14.32  ............. $14.98
Business Builder .......................... $8.25

*Frequency discount & contract rates do not apply to Recruitment Advertising
Interim annual spending levels are available. Not applicable to recruitment advertising.

**FREQUENCY DISCOUNTS**

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

7-Days of running the same ad.*

*Applies to both Retail Display and Classified Display

**PREPRINT INSERTION RATES**

**RETAIL**

<table>
<thead>
<tr>
<th>Insert Description</th>
<th>Flat Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet Full Run</td>
<td>$378</td>
</tr>
<tr>
<td>Single Sheet Latah Zoned</td>
<td>$273</td>
</tr>
<tr>
<td>Single Sheet Whitman Zoned</td>
<td>$168</td>
</tr>
<tr>
<td>Multi-Page Insert</td>
<td>$462</td>
</tr>
<tr>
<td>Multi-Page Insert Latah Zoned</td>
<td>$320</td>
</tr>
<tr>
<td>Multi-Page Insert Whitman Zoned</td>
<td>$195</td>
</tr>
</tbody>
</table>

**CLASSIFIED**

<table>
<thead>
<tr>
<th>Insert Description</th>
<th>Flat Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Sheet Full Run</td>
<td>$472</td>
</tr>
<tr>
<td>Single Sheet Latah Zoned</td>
<td>$336</td>
</tr>
<tr>
<td>Single Sheet Whitman Zoned</td>
<td>$210</td>
</tr>
<tr>
<td>Multi-Page Insert</td>
<td>$583</td>
</tr>
<tr>
<td>Multi-Page Insert Latah Zoned</td>
<td>$410</td>
</tr>
<tr>
<td>Multi-Page Insert Whitman Zoned</td>
<td>$252</td>
</tr>
</tbody>
</table>

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

**MECHANICAL REQUIREMENTS**

**RETAIL**

6 columns  
Size: 10” x 19.75”

- Columns 1: 1.56”
- Columns 2-3: 3.25”
- Columns 4: 4.94”
- Columns 5: 6.62”
- Columns 6: 8.31”
- Columns 7-13: 10”  
  (Double Truck)

**CLASSIFIED**

8 columns  
Size: 10” x 19.75”

- Columns 1: 1.17”
- Columns 2: 2.44”
- Columns 3: 3.69”
- Columns 4: 4.96”
- Columns 5: 6.22”
- Columns 6: 7.48”
- Columns 7: 8.74”
- Columns 8: 10”

**CONTACT INFORMATION:** DOUG BAUER AT DBAUER@LMTRIBUNE.COM