



January 2016

Reaching 15,700
Mini-Cassia Homes
Each Week Using Direct Mail
www.minicassia.com
208-678-6643

PREPRINT ADVERTISING

Quantity →	5,000	10,000	15,700
			\$45/m
0.3/oz.	\$55/m	\$50/m	\$45/m
0.5/oz.	\$58/m	\$53/m	\$48/m
0.7/oz.	\$61/m	\$56/m	\$51/m
0.9/oz.	\$64/m	\$59/m	\$54/m
1.1/oz.	\$67/m	\$62/m	\$57/m
1.3/oz.	\$70/m	\$65/m	\$60/m

Determining the rate: Weigh the insert and use the next highest level unless the insert is an exact match. Cross tab weight and quantity. Example: An insert that weights .3 oz and you are ordering 15,700 then the inserts would cost you \$706.50.

Minimum pre-print quantity of 5,000. All rates per thousand. Minimum insert size of 5" x 6". Maximum size of 10.5" x 12". Folding available at \$8/m. Inserts must be received 7 days prior to insertion.

DISPLAY ADVERTISING RATES

Ad Sizes	1"-30"	31"-55"
1 week	\$18	\$17
13 weeks	\$16	\$15
26 weeks	\$15	\$14
52 weeks	\$13	\$12
Color	\$50	\$100

Front Page \$1250 • Back Page \$1000
Guaranteed Premium Position \$200

Rate Effective Date: January 2016

Advertising agreements can be signed for as many as 52 consecutive weeks. Contracted rates are guaranteed for the duration of the agreement. Failure to comply with contracted inches will result in a short rate.

GENERAL INFORMATION

- Ads must be pre-paid unless prior arrangements are made.
- Position requests are not guaranteed, but will be honored as conditions allow.
- Advertisers will be liable for all reasonable fees incurred by publisher in the collection of past due accounts.
- Weekly Mailer will be responsible for errors in the first insertion only on copy it set. Damages for errors are limited to a refund of the ad space occupied by the error.
- Preprint inserts must be clearly labeled with quantity and date of insertion and should be sent to:

Weekly Mailer, c/o
Bear River Publishing
1250 Industrial Park Road
Preston, Idaho 83263

Electronic Files
Should be sent to:
production@theweeklymailer.com

MECHANICAL SPECIFICATIONS

Advertising is sold in column inches, each column being 9 picas wide (1.5").

PAGE DIMENSIONS

1/16 Page 1x4"

1/8 Page 2x4"

1/4 Page 5x6"

1/2 Page 4x8"

Full Page 6x11"

DEADLINES

- ROP - 5:00 pm, Thursday Prior to Publication
- Pre prints - Thursday Prior to Publication
- Classifieds - Noon - Friday Prior to Publication

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