

Idaho Senior Independent

A BARRETT-WHITMAN PUBLICATION

Post Office Box 3341, Great Falls, MT 59403-3341 • www.idahoseniorindependent.com
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NET ADVERTISING RATES (U.S. Funds) Effective May 1, 2009

For your convenience, the *Idaho Senior Independent* offers a 15% discount on ads run in six issues and an 8% discount on ads run in three issues. We can bill you separately for each ad or you can pay the entire contract at once, whichever you prefer. When you are advertising under a contract, your ad will be automatically placed in each issue for the designated period. Simply let us know when you want changes in size or content. There is no charge for composition and art services.

We look forward to serving your advertising needs in Idaho's senior market! Thank you! We appreciate your business!

ADVERTISING DIMENSIONS COMPUTED IN SIX COLUMN TABLOID FORMAT

	<u>Wide</u>	<u>Tall</u>			<u>Full rate</u>	<u>3X @ 8% disc.</u>	<u>6X @15% disc.</u>
					<u>Per Issue</u>	<u>Per Issue</u>	<u>Per Issue</u>
Full Page	10¼" x	16"	= 6 col x 16"	= 96 col in	\$997	\$917.20	\$847.40
Half Page	10¼" x	8"	= 6 col x 8"	= 48 col in	\$593	\$545.50	\$503.90
	5" x	16"	= 3 col x 16"	= 48 col in			
	6¾" x	12"	= 4 col x 12"	= 48 col in			
Quarter Page	10¼" x	4"	= 6 col x 4"	= 24 col in	\$329	\$302.60	\$279.60
	6¾" x	6"	= 4 col x 6"	= 24 col in			
	5" x	8"	= 3 col x 8"	= 24 col in			
	3¼" x	12"	= 2 col x 12"	= 24 col in			
Eighth Page	10¼" x	2"	= 6 col x 2"	= 12 col in	\$187	\$171.90	\$158.90
	6¾" x	3"	= 4 col x 3"	= 12 col in			
	5" x	4"	= 3 col x 4"	= 12 col in			
	3¼" x	6"	= 2 col x 6"	= 12 col in			
Double Business Card	6¾" x	2"	= 4 col x 2"	= 8 col in	\$131	\$120.50	\$111.30
	5" x	2.6"	= 3 col x 2.6"	= 8 col in			
	3¼" x	4"	= 2 col x 4"	= 8 col in			
Business Card	3¼" x	2"	= 2 col x 2"	= 4 col in	\$ 67	\$ 61.60	\$ 56.90
Web ad with display ad (includes full color and links to advertiser's website).....					\$35	no discounts	
Medical Directory listing with display ad.....					\$43	no discounts	
Inserts	Single Sheet				\$61/1000	(Call for details)	

• Add \$55 for one color on all sizes. Add \$245 for full color on all sizes. No discount available. • Ad rates subject to change without notice. Please contact us for current rates.