

# 2009 Classified Advertising Non-Contract

## FULL RUN PRODUCTS - BASE RATE

Monday \$61.03	Tuesday \$60.12	Wednesday \$75.90	Thursday \$60.46	Friday \$61.47	Saturday \$86.01	Sunday \$95.68
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### Impact Discount Full Run Products

Advertisers receive an increasing discount based on the modular ad size.

Page %	Modular Ad Size	% of Discount Earned	Page %	Modular Ad Size	% of Discount Earned
3%	4.00	1%	31%	40.00	13%
5%	6.00	2%	33%	42.00	14%
6%	8.00	3%	37%	48.00	15%
8%	10.00	4%	42%	54.00	16%
9%	12.00	5%	50%	64.50	17%
12%	16.00	6%	56%	72.00	19%
14%	18.00	7%	67%	86.00	22%
16%	21.00	8%	70%	90.00	23%
19%	24.00	9%	83%	107.50	28%
22%	28.00	10%	84%	108.00	28%
24%	31.50	11%	100%	129.00	33%
28%	36.00	12%			

### Frequency Discount Full Run Products

Purchase a Sunday ad, any additional Monday - Saturday ads receive a 25% discount (within a 7-day period).



### Color Rates

Page %	Ad Size	Display	PINCH	Page %	Ad Size	Display	PINCH
2%	2.50	\$64.50	\$16.13	28%	36.00	\$258.80	\$64.70
3%	4.00	\$73.20	\$18.30	31%	40.00	\$282.00	\$70.50
5%	6.00	\$84.80	\$21.20	33%	42.00	\$293.60	\$73.40
6%	8.00	\$96.40	\$24.10	37%	48.00	\$328.40	\$82.10
8%	10.00	\$108.00	\$27.00	42%	54.00	\$363.20	\$90.80
9%	12.00	\$119.60	\$29.90	50%	64.50	\$424.10	\$106.03
12%	16.00	\$142.80	\$35.70	56%	72.00	\$467.60	\$116.90
14%	18.00	\$154.40	\$38.60	67%	86.00	\$548.80	\$137.20
16%	21.00	\$171.80	\$42.95	70%	90.00	\$572.00	\$143.00
19%	24.00	\$189.20	\$47.30	83%	107.50	\$673.50	\$168.38
22%	28.00	\$212.40	\$53.10	84%	108.00	\$676.40	\$169.10
24%	31.50	\$232.70	\$58.18	100%	129.00	\$798.20	\$199.55

Classified rates include a \$50 color setup fee and \$5.80 per inch rate

Pinch rates include a \$12.50 color setup fee and \$1.45 per inch rate

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## ZONED PRODUCTS - BASE RATE

North Idaho Daily	North Idaho Wed.	North Idaho Sat.	North Idaho Sun.	Handle Extra	North Voice	Valley Voice Thu.	Valley Voice Sat.	South Voice	West Plains Voice	PINCH
\$9.08	\$11.69	\$10.94	\$12.16	\$8.65	*\$21.85	*\$16.13	*\$16.19	*\$13.86	*\$7.39	\$10.59

\* Includes Color

### Impact Discount Zoned Products

Advertisers receive an increasing discount based on the modular ad size.

Page %	Modular Ad Size	% of Discount Earned	Page %	Modular Ad Size	% of Discount Earned
2%	2.50	0%	28%	36.00	18%
3%	4.00	2%	31%	40.00	19%
5%	6.00	4%	33%	42.00	20%
6%	8.00	6%	37%	48.00	24%
8%	10.00	7%	42%	54.00	28%
9%	12.00	8%	50%	64.50	34%
12%	16.00	9%	56%	72.00	38%
14%	18.00	10%	67%	86.00	44%
16%	21.00	11%	70%	90.00	46%
19%	24.00	12%	83%	107.50	54%
22%	28.00	13%	84%	108.00	54%
24%	31.50	16%	100%	129.00	60%

### Zoned Product Pick Up Discount

Pick up your classified ad and run same ad in any zoned product to receive a 25% pick up discount.

### Transient Liner Rates

1x - 2x	\$4.80
3x - 6x	\$4.32
7x - 10x	\$4.00
11x - 14x	\$3.55
15x - 20x	\$3.31
21x - 25x	\$3.07
26x - 30x	\$2.88

### Liner Pick Up Rate

Pinch (TMC)	All Voice Products
\$10.00 per ad	\$10.00 per ad

### Online

Top Jobs	Hot Deals	Online
\$60.00 per week	\$5.00 per week	\$2.50 per day

### Add Impact

Bold, Custom Borders, Screening, and Color

For more information please contact your Account Executive or visit  
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