

# Advertising Rates

Effective January 1, 2019



**Agency Rate: (per column inch) . . . \$6.45**

**Local Rate: (per column inch)**

1-25 column inches . . . . .	\$6.15
26-60 column inches . . . . .	\$5.65
61-80 column inches . . . . .	\$5.15
81-126 column inches . . . . .	\$4.65

**Full Color Rates:**

	<u>LOCAL</u>	<u>NATIONAL</u>
1-20 column inches	\$65	\$120
21-64 column inches	\$90	\$175
65-126 column inches	\$165	\$350

**Specifications**

- 1 column = 12 picas = 2 inches
- 2 columns = 25 picas = 4.1667 inches
- 3 columns = 38.05 picas = 6.3417 inches
- 4 columns = 51.05 picas = 8.5083 inches
- 5 columns = 64.3 picas = 10.75 inches
- 6 columns = 78 picas = 13 inches

**BENEFIT ADS (2x3) \$32**

**Candidate Endorsement Ads**

\$25 for 120 words or less

**Streamers & Banner (6x2)**

- Cassifieds - (First come, first serve. Limit two per week.)
- Front page full color banner - \$200.
- Top inside page bw - \$150.

**Business Directory**

Ads are approximately 2 inches x 2 inches. There is no guarantee placement of ads. Changes can be made at any time.

	<u>SINGLE SPOT</u>	<u>DOUBLE SPOT</u>
3 months	\$100	\$200
6 months	\$150	\$300
12 months	\$210	\$420

**Release Fee . . . . . \$10**

All ads are property of the Bottineau Courant. If an advertiser would like to display their ad anywhere other than the newspaper (ex-social media) they need to buy the rights to the ad.

**Proofs**

Display ad proofs are available. An advertiser can stop by the Bottineau Courant to look at the proof or have it emailed.

**Publication Date - Every Tuesday**

**Classified Ads**

\$6 for the first 20 words and an additional 20 cents per word after that. Minimum \$6/week

**Classified Boxed Ads - \$6.50 per inch**

**Classified Display Ads - \$7 per inch (includes logos and pictures)**

**Rummage Sale Ads**

- \$6.50 .....time/date/place
- 20 cents per additional word
- 50 cents to post to Facebook page on Thursday

**Obituaries & Death Notices**

- Notice .....No Charge  
(Name, Age, Town, Date of Death)
- Full obituary with photo.....\$50

**Celebrations (Birth announcements, weddings, engagements, birthdays, generations picture, etc)**

- article .....\$10
- article with photo.....\$15

**Card of Thanks - 20¢ per word. Minimum \$6.**

**Preprinted Insert Rates**

- 12 pages or less ..... 10 cents per insert
- 13 to 20 pages..... 11 cents per insert
- 21-30 pages..... 12 cents per insert
- Over 31 .....Call for Price Quote
- Folding of inserts ..... 5 cents per insert  
*(To meet postal requirements inserts can not be larger than 7 inches by 11 inches folded)*

**Total Inserts needed for primary market area: 2,000**

(Primary market area includes Bottineau County, eastern Rolette and northern McHenry counties.)

**Total Inserts needed for full run: 2,600**

**Deadline**  
 Display Ads ♦ Classified Ads ♦ News Copy  
**Thursday - 5 p.m.**  
 HOLIDAYS: Please call or check newspaper for revised deadline.

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