

Advertising Rates

Effective January 1, 2024



Local Rate: (per column inch)

1-25 column inches	\$6.20
26-60 column inches	\$5.70
61-80 column inches	\$5.20
81-126 column inches	\$4.70

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) \$33

Candidate Endorsement Ads

\$30 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 (bw) \$20 (color)
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

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

Obituaries & Death Notices

- Notice (*Name, Age, Town, Date of Death*).....No Charge
- Full obituary with photo.....\$55
- Service with photo\$6.50

- 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: 1,800
(Primary market area includes Bottineau County, eastern Rolette and northern McHenry counties.)
Total Inserts needed for full run: 2,300

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

Bottineau Courant, PO Box 29, Bottineau, ND 58318
Phone: (701) 228-2605 Fax: (701) 228-5864
Email: courant@utma.com or courant3@utma.com