



## BLACK & WHITE DISPLAY ADVERTISING RATES

(Sizes shown are examples. Other sizes available. Minimum 2 column inches.)

	OPEN RATE (One Time) \$6 per col.in.	CONTRACT (12+ Times) \$5/col.in.	NON- PROFIT \$4/col.in.
<b>Full Page</b> 9.75" wide x 15.25" high	\$290*	\$250*	\$194*
<b>Half Page</b> 9.75" x 7.75" (or 5.75" x 13")	\$165*	\$145*	\$110*
<b>Quarter Page</b> 5.75" x 6.5" (or 7.75" x 5")	\$117	\$97	\$78

\* indicates PRICE BREAK!

### One Column Formats (1.75" wide)

1 column wide x 4" high (4 col.in.)	\$24	\$20	\$16
1 column x 5" (5 col.in.)	\$30	\$25	\$20
1 column x 6" (6 col.in.)	\$36	\$30	\$24

### Two Column Formats (3.75" wide)

2 columns wide x 2" high (4 col.in.)	\$24	\$20	\$16
2 columns x 3" (6 col.in.)	\$36	\$30	\$24
2 columns x 4" (8 col.in.)	\$48	\$40	\$32

### Three Column Formats (5.75" wide)

3 columns wide x 3" high (9 col.in.)	\$54	\$45	\$36
3 columns x 4" (12 col.in.)	\$72	\$60	\$48
3 columns x 5" (15 col.in.)	\$90	\$75	\$60

### Four Column Formats (7.75" wide)

4 columns wide x 3" high (12 col.in.)	\$72	\$60	\$48
4 columns x 4" (16 col.in.)	\$96	\$80	\$64

### Five Column Formats (9.75" wide)

5 columns wide x 4" high (20 col.in.)	\$120	\$100	\$80
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### Business Directory Ads

Four week minimum. \$8 single box / \$16 double box. Prepaid one year single box \$395.20.

### Classified Ads

\$8 for the first 20 words, 5c each additional word. \$1 charge for bold, etc. Paid in advance.

### Inserts

15c per insert. Coverage options: Prather/Auberry/Tollhouse (900 inserts), Foothill/Mountain (1,250), Saturation (1,525). Pre-folded to finished size of no larger than 8-1/2 x 11".

### Contract Rate

Contract rate available to customers who sign a contract to run a display ad 12 times or more during the contract year. (Does not apply to business directory and word-count classifieds.)

### Non-Profit Rate

Available to volunteer community service and religious organizations only.

### Advertising Copy and Layout

We will design and lay out ads from a client's rough draft at no extra charge.

### Camera Ready

If you are submitting camera-ready material, ads should be designed to fit exact column width dimensions. Ads may be e-mailed to: mountainpress@netptc.net (as a jpg or pdf).

### Deadlines

Display advertising and copy deadline is 4 pm on the Friday preceding the desired publication date. The Mountain Press is not responsible if material is received after above noted deadline. Space may be held open for regular advertisers upon request.

### Publishing Day: Wednesday.

Mountain Press, PO Box 97, Prather, CA 93651

(559) 855-8100 Monday-Friday 10am-4pm

e-mail: mountainpress@netptc.net website: mountainpress.weebly.com



## COLOR DISPLAY ADVERTISING RATES

THREE SIZES AVAILABLE

NOTE: The black-and-white ad contract rate (frequency discount) is NOT available for color ads; however, color ads that are printed can count toward the TOTAL NUMBER of ads needed to qualify for the B&W contract rate. There is NO non-profit rate for color ads.

**Quarter Page** 5.75" x 6.5" (or 7.75" x 5") .... \$170

**Half Page** 9.75" x 7.75" (or 5.75" x 13") ..... \$300

**Full Page** 9.75" x 15.25" ..... \$465

### Advertising Copy and Layout

We will design and lay out ads from a client's rough draft at no extra charge.

### Camera Ready

If you are submitting camera-ready material, ads should be designed to fit exact column width dimensions. Ads may be e-mailed to: mountainpress@netptc.net (as a jpg or pdf).

### Deadlines

Display advertising and copy deadline is 4 pm on the Friday preceding the desired publication date. The Mountain Press is not responsible if material is received after above noted deadline. Space may be held open for regular advertisers upon request.

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