

The Power County Press

Brett Crompton, Publisher-Editor
Debbie Crompton, Advertising Manager

The Aberdeen Times

Vicki Gamble, Editor
Debbie Crompton, Advertising Manager

The Power County Press

174 Idaho Street
PO Box 547
American Falls, ID 83211
(208) 226-5294
Fax: (208) 226-5295
www.press-times.com
E-mail: press1@dcdi.net

The Aberdeen Times

31 S. Main Street
PO Box 856
Aberdeen, ID 83210
(208) 397-4440
Fax: (208) 397-4440
www.press-times.com
E-Mail: times1@dcdi.net

Deadlines

12 Noon Monday
for Wednesday publication

Mechanical Requirements

Seven Columns: 11 picas wide (Approx. 1 3/4")
Classified: Eight Columns, 9 picas wide (1 1/2")
Page Height: 21.5 inches

Classified

All classified advertising appears in a joint section for both newspapers and on our web site.

Display classified rate is \$9.60 per column inch.

Word ads for the classified page are:

\$8.00 for the first insertion

(Up to 20 words, 10¢ per additional word.)

\$6.00 for each additional insertion

(Up to 20 words, 10¢ per additional word.)

*Classified advertising which must be billed
will be charged an additional \$1.*

Color/Inserts/Obituaries

Cost per color, per newspaper is \$100. That cost may be reduced if color is shared or it meets other requirements.

Cost for inserts is \$180 for The Power County Press and \$90 for The Aberdeen Times, based on four page broadsheet or eight page tabloid (or less). Additional pages increase the cost \$20 for The Press and \$10 for The Times for each additional four broadsheet pages.

The charge for placing an obituary is 10 cents per word, per newspaper. Pictures are an additional \$5, per newspaper. If a short death notice is preferred there will be no charge. Obituaries also appear on our web site.

Advertising Rates

Effective January 1, 2011

The Power County Press

Column Inches Per Month	Prices Per Column Inch
50 or less	\$7.20
51-150	\$7.00
151-250	\$6.80
251-350	\$6.60
351 and over	\$6.40

The Aberdeen Times

Column Inches Per Month	Prices Per Column Inch
50 or less	\$6.80
51-150	\$6.60
151-250	\$6.40
251-350	\$6.20
351 and over	\$6.00

Local Combination Rate

Column Inches Per Month	Prices Per Column Inch
50 or less	\$11.20
51-150	\$11.00
151-250	\$10.80
251-350	\$10.60
351 and over	\$10.40

National Open Rates

The Aberdeen Times

Per Column Inch	\$7.80
SAU Column Inch	\$9.20

The Power County Press

Per Column Inch	\$8.25
SAU Column Inch	\$9.65

Combination National Rate

Per Column Inch	\$12.85
SAU Column Inch	\$15.05