



The Power County Press

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

Brett Crompton, Editor And Publisher

Debbie Crompton & Daniel Moore, Advertising Managers



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

Brett Crompton, Publisher • Vicki Gamble, Editor

Debbie Crompton, Advertising Manager

Deadlines

5 p.m. Friday for the next Wednesday's publication

Mechanical Requirements

Seven Columns: each column 10 picas wide (1.667" or approx. 1 2/3") with a 1 pica 1 point gutter.

Classified: Eight Columns, 8 picas wide (1 1/2" per column) with a 1 pica gutter

Page Height: 21.5 inches. Total page width: 12.75 inches.

Classifieds

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 for the first insertion up to 20 words and 10¢ per additional word. Each additional insertion is \$6 for the first 20 words and 10¢ per additional word.

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

Color

Cost for full color is \$200 per newspaper. Call for spot color rates.

Inserts

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. Inserts must be folded to 11 inch by 7 inch dimensions.

Obituaries

Obituaries are 10¢ 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 the website.

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 Power County Press

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

The Aberdeen Times

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

Combination National Rate

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