



SERVING THE GRAND COULEE DAM COMMUNITY SINCE 1933

P.O. Box 150 • Grand Coulee, Washington 99133-0150 • (509) 633-1350
 Fax (509) 633-3828 • Email star@grandcoulee.com

Retail Display & Classified Advertising Rates

Effective May 1, 2017

Contract Privileges & Conditions

ACCEPTANCE:

Advertising must be in good taste as to form, subject matter, size, wording, illustration and typography. The publisher may refuse advertising considered in bad taste, offensive or detrimental to the public, newspaper or another advertiser.

SIZE OF ADS:

Display advertising may be as small as one inch for each column of width. Thus, a 2 column ad may be 2 inches or more in depth, etc.

POSITION:

Rates on this schedule are for run-of-paper position. Requests for special position will be given every consideration whenever possible. Special requests will be regarded as requests only, unless the advertiser authorizes an added upcharge of 25% of the applicable rate.

OMISSION AND ERROR:

Although the Publisher assumes no financial responsibility for typographical errors, we will, if at fault, reprint any portion of an advertisement in which an error has occurred that materially affects its value. But please look your ad over carefully the first time it runs. That's the only time we can accept responsibility for mistakes.

CANCELLATION:

Cancellation of a scheduled display ad may be made until noon Monday with no charge to the advertiser. Ads cancelled between noon Monday and noon Tuesday will be charged only for applicable ad composition. Ads may not be cancelled after Tuesday noon.

MECHANICAL MEASUREMENTS:

- a. **Printing Method:** Goss Community Offset Press using photo composition. No electros or engravings can be accepted. Slick proofs (black and white), and black and white photographs or halftone screens from 65 to 85 lines are preferred, for best reproduction. If outputting to film, use emulsion side down. PDFs, Illustrator, Freehand, Photoshop InDesign and Pagemaker files will be output on a 1200 dpi Xerox laser printer and can be emailed to us at ads@grandcoulee.com with graphics embedded and fonts converted to graphics format.
- b. **Standard Broadsheet Newspaper, 6 column format**
Size of printed area: 13.75 inches wide by 21.25 inches high.
 - 1 column equals.....2.152 inch width
 - 2 columns equals.....4.472 inch width
 - 3 columns equals.....6.917 inch width
 - 4 columns equals.....9.111 inch width
 - 5 columns equals.....11.430 inch width
 - 6 columns equals.....13.75 inch width
- c. **Special Sections Tabloid, 4 column format**
Size of printed area: 9 3/4 inches wide by 14 inches high.
 - Full page equals (inches)9 3/4 wide by 14 high
 - Half page equals (inches)9 3/4 wide by 6 1/2 high
 or.....4 1/2 wide by 14 high
 - Quarter page equals (inches)4 1/2 wide by 6 1/2 high
 - Eighth page equals (inches)4 1/2 wide by 3 high

Rates as low as \$7.00

Open rate\$9.25/ column inch

Contract rates

At least 20" per month	\$8.15
At least 100" per month	\$7.85
At least 120" per month	\$7.25

COMMISSIONED (AD AGENCY) RATES

Agency commission is added to applicable rate, unless special arrangements are made with the publisher.

POLITICAL ADVERTISING

Open rate, payment in advance.

CLASSIFIED ADVERTISING

\$6.50 for 15 words, 15¢ each additional word. Classifieds run in both The Star and Star Buyers' Guide, and are also on line. Deadline is Monday at 5 p.m. Ads placed after deadline will be charged an additional \$1.75 and may be placed in the Star only.

ROP COLOR

One added color in Star & Buyers' Guide	\$100.00
Two colors.....	200.00
Three colors (process).....	300.00
Spot color as available by mechanical capabilities/no color choice. Add \$30 to guarantee specified color.	

ROP AD DEADLINES

Space reservation	Friday, 5:00 p.m.
Copy	Monday, noon
File-ready with space reserved	Tuesday, noon

If art for reserved spaces is not received by deadline, space will be used for a generic ad benefitting the client.

THE STAR ONLINE

Run of site ads. We limit 4 ads per spot to give you high exposure.

Position	Size	Per month
Leaderboard	650x90	\$100
Homepage Sponsorship	250x90	\$50 (min. 6 mo's)
Right Column Impact	300x250	\$150

Newspaper Ads Converted for Online

Print newspaper ads may be converted for online runs to greatly add to your message's reach with favorable rates.

	Size	1 Wk Run	2Wk	1 Mo
Right Col. Print Conversion	300x250	\$50	90	150
	300x475	\$65	120	200
Build and Host Simple Web Page from Ad		\$25		
Shareable to social media		\$5		
Link to customer's site		Included		

SPECIAL SERVICES

PDF format PROOFS will be emailed or faxed if requested for ads ten inches or larger, providing all copy has been submitted by deadline. All other ads will be available for proofing at The Star office.

TEARSHEETS will be provided, if requested, for ads 10 inches or more. If tearsheets are required or for ads smaller than 10 inches, a \$1 charge will be made for each.

ADVERTISING DESIGN and **CAMPAIGN IDEAS** are available for all advertisers. We can work with you for placement of your ads in other regional publications and statewide.

Pre-Print
Insert Rates
 FULL RUN
 STAR OR BUYER'S GUIDE

**UNDER 12 DELIVERIES
 PER YEAR - OPEN RATE**

4 Tab	\$89/1000
8 Tab	\$95/1000
12 Tab	\$100/1000
16 Tab	\$111/1000
20 Tab	\$117/1000
24 Tab	\$123/1000

**12 DELIVERIES PER YEAR
 - CONTRACT RATE**

4 Tab	\$83/1000
8 Tab	\$89/1000
12 Tab	\$95/1000
16 Tab	\$100/1000
20 Tab	\$106/1000
24 Tab	\$117/1000

**24 DELIVERIES PER YEAR
 -CONTRACT RATE**

4 Tab	\$77/1000
8 Tab	\$81/1000
12 Tab	\$87/1000
16 Tab	\$88/1000
20 Tab	\$95/1000
24 Tab	\$100/1000

Pre-print inserts larger than 7.5 by 11 inches (folded size) will be folded. Folding will be charged at \$20/hour and inserts must be received by Monday 5 p.m. of the week of insertion. Inserts may be zoned for customers inserting 24 or more times per year, with a \$20/1000 upcharge.



- Publishing ...
- The Star Newspaper
 - The Star Buyers' Guide
 - The Star Online edition
 - The Grand Coulee Dam Area Visitors' Guide
 - Other Advertising Products

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