

EFFECTIVE OCTOBER 1, 2007

CLASSIFIED RATES—RECRUITMENT

Annual Bulk Space Agreement

These rates are available to customers who want the advantage of scheduling flexibility and discounts. For contract information, contact an account executive. The larger the ad the greater the discount.

INCHES PER YEAR	INCHES PER AD									
	02-54"		55-109"		110-219"		Full Page 220"		Line Ads	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
75	\$78.30	\$92.35	\$70.55	\$83.20	\$62.65	\$73.85	\$54.90	\$64.70	\$5.35	\$6.20
125	62.55	74.85	56.35	67.50	50.15	59.95	43.85	52.45	4.35	5.15
250	59.50	70.70	53.50	63.65	47.70	56.60	41.70	49.50	4.20	4.95
500	55.40	66.55	49.95	59.85	44.40	53.20	38.95	46.55	3.90	4.55
750	53.35	64.35	48.10	57.90	42.75	51.45	37.45	45.05	3.75	4.45
1,500	51.25	62.30	46.20	56.05	41.15	49.90	36.00	43.70	3.65	4.35
2,000	50.35	61.25	45.35	55.10	40.30	49.05	35.25	42.85	3.60	4.30
4,000	48.25	60.15	43.45	54.15	38.60	48.10	33.80	42.20	3.50	4.25
6,000	45.15	57.05	38.40	48.50	36.20	45.70	31.70	39.90	3.30	4.05

—Annual bulk contract customers not fulfilling a minimum 75 inches per year will be re-billed using the following per inch/line rates: Display—\$127.65 daily, \$168.85 Sunday. Liners—\$9.20 daily, \$12.10 Sunday.

Long Term Agreement

These rates are available to customers publishing a minimum of three lines of advertising every day for 12 consecutive months. The customer also agrees to pay for three lines per day when no advertising copy is submitted for publication.

CONSECUTIVE DAYS	LINES PER AD									
	3-13		14-55		56-139		140-307		308+	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
1 Day	\$3.45	\$4.00	\$3.40	\$3.95	\$3.35	\$3.90	\$3.25	\$3.75	\$3.25	\$3.70
2 Days	3.35	3.75	3.30	3.70	3.25	3.65	3.15	3.55	3.10	3.50
3-5 Days	3.05	3.55	2.90	3.45	2.85	3.40	2.80	3.40	2.75	3.30
6-9 Days	2.70	3.20	2.65	3.10	2.60	3.05	2.55	2.95	2.65	2.90
10-27 Days	2.65	3.10	2.60	3.05	2.55	2.95	2.50	2.90	2.45	2.85
28-35 Days	2.55	2.95	2.50	2.90	2.45	2.85	2.35	2.80	2.35	2.75

—Customers cancelling this agreement prior to term will be billed \$275.

Short Term Agreement

These rates are available to customers agreeing to publish a minimum of three lines of advertising per day for a minimum of 90 consecutive days. The customer also agrees to pay for three lines per day when no advertising copy is submitted for publication.

CONSECUTIVE DAYS	LINES PER AD									
	3-13		14-55		56-139		140-307		308+	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
1 Day	\$3.80	\$4.70	\$3.75	\$4.65	\$3.70	\$4.50	\$3.65	\$4.45	\$3.60	\$4.40
2 Days	3.65	4.45	3.60	4.40	3.55	4.35	3.50	4.30	3.45	4.35
3-5 Days	3.40	4.20	3.35	4.15	3.30	4.10	3.20	4.05	3.15	4.00
6-9 Days	3.00	3.85	2.95	3.75	2.90	3.70	2.85	3.65	2.80	3.60
10-27 Days	2.95	3.70	2.90	3.65	2.85	3.60	2.80	3.55	2.75	3.50
28-35 Days	2.90	3.60	2.85	3.55	2.80	3.50	2.75	3.45	2.70	3.40

—Customers cancelling this agreement prior to term will be billed \$300.

Non-Contract Line Rates

CONSECUTIVE DAY	Per Line	Per Inch
Sunday only	\$13.18	\$184.580
1 Day (Daily)	10.36	145.09
2 Days (Daily)	9.01	126.20
3-5 Days (Daily)	7.05	98.73
6-9 Days (Daily)	6.44	90.14
10-27 Days (Daily)	6.13	85.85
28-35 Days (Daily)	5.83	81.56

—SUNDAY INSERTIONS: Add \$2.56 per line, per insertion.

Other Rates

Retail Reciprocal Rates

Classified contract advertisers may also run Retail advertising at the following rates.

Employment Reciprocal Rate	
Column inch Daily	Column inch Sunday
\$61.10	\$85.15

Non-Profit Employment Rates

For fraternal, church, non-profit and government organizations.

	Daily	Sunday
Per Line	\$4.34	\$5.50
Per Inch	\$60.69	\$77.00

Attention Grabbers

Art Elements \$2.00 per day
 Bold Face .50¢ per word/ per day

Services

Blind Box

You may rent a box for 30 days at the following rates:

If you pick up the replies: \$35
 If we mail you the replies: \$63

Affidavits: \$5 each

Recruitment Flight Plan liner

For ads four inches or larger, ask your account representative about our deeply discounted package rate which includes three days in the Idaho Statesman (within a 7 day period); a 30 day priority posting on CareerBuilder.com and five days on CareerBuilder TV.

National Classified Rates

Agency commission 15%. Cash with order unless credit established.

3 line minimum/liner, 28 line minimum/display

1 Day ad (Sunday)	\$16.70 line/day
1-2 Days (Daily)	\$12.05 line/day
3-5 Days (Daily)	\$8.30 line/day
6-9 Days (Daily)	\$7.55 line/day
10-35 Days (Daily)	\$6.45 line/day
Sunday Insertions	Add \$2.70 line/insertion

* Please refer to the Idaho Statesman's National Rate Card or contact your account representative for guidelines and provisions for receiving contract or non-contract rates.

CareerBuilder.com

Expand your reach with the Idaho Statesman's CareerBuilder.com. Your recruitment ad will be featured online for 30 days with expanded text and other enhanced features. Call your sales representative for details.

30 day job pack only	\$419
30 day job pack when scheduled with print ad	\$235

CareerBuilder—tv

Expand your reach with the Idaho Statesman's CareerBuilder—tv, which features your ad Monday – Friday on Channel 9 between 7-7:30 p.m.

TV when scheduled with print	\$160
*Ad up to 30 seconds.	

Color Rates

Number of Colors	Daily	Sunday
1 Color	\$720	\$970
2 Color	\$895	\$1,155
3 Color	\$1,100	\$1,425

– Double truck color on ads larger than 132 inches is charged at 150% of color rate.

Color Frequency Discounts

Use color in your advertising 13 times or more in a 12 month period and receive the following color discounts with a signed advance agreement.

Times Used	Discount
13-25	20%
26-51	25%
52-103	30%
104-155	35%
156 or more	40%

– Double truck color counts at 1.5 times toward color contract fulfillment. Rebates are not available on color frequency discounts.

Anniversary Color

To help you celebrate the anniversary of your business, contract advertisers get one free color with one 20-inch or larger ad. Limit one per 12 month period. Because of limited color positions, an alternative run day is requested.

Business Builder Color

Give color a try and save 30% or more! If, as a contract advertiser, you've not used color in the past six months, try it out during a 30 day period.

Number of Colors	Daily	Sunday
1 Color	\$520	\$600
2 Color	\$625	\$710
3 Color	\$770	\$815

Note: We will make every effort to honor color position requests, but none can be guaranteed.

Color by the Inch

Number of Colors	Rate
1 Color	\$10
Full Color	\$16