

CLASSIFIED RATES—AUTOMOTIVE, REAL ESTATE, GENERAL

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 AD

INCHES PER YEAR	02-54"		55-109"		110-219"		Full Page 220"		Line Ads	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
75	\$44.10	\$53.65	\$40.0	\$49.10	\$35.45	\$44.05	\$30.95	\$39.25	\$3.15	\$3.80
250	42.50	51.90	38.70	47.70	34.15	42.60	29.75	37.80	3.10	3.65
500	41.20	50.50	36.95	45.70	33.05	41.55	28.70	36.85	3.00	3.55
750	40.00	49.10	35.90	44.60	31.80	40.15	27.95	35.90	2.90	3.50
1,500	38.70	47.70	34.75	43.15	30.95	39.25	27.05	35.00	2.80	3.40
2,000	37.35	46.30	33.95	42.35	29.75	37.80	26.60	34.50	2.75	3.35
4,000	36.30	45.15	33.05	41.55	28.90	37.05	25.60	33.30	2.70	3.25
6,000	34.15	42.60	28.90	37.05	27.70	35.65	23.80	31.45	2.55	3.00

—Annual bulk contract customers not fulfilling a minimum 75 inches per year will be re-billed using the following per inch/line rates: Display—\$91.00 daily, \$125.30 Sunday. Liners—\$6.50 daily, \$8.95 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.

LINES PER AD

CONSECUTIVE DAYS	3-13		14-55		56-139		140-307		308+	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
1 Day	\$2.75	\$3.40	\$2.80	\$3.35	\$2.75	\$3.30	\$2.70	\$3.25	\$2.65	\$3.20
2 Days	2.70	3.25	2.70	3.20	2.65	3.15	2.60	3.05	2.55	3.00
3-5 Days	2.55	2.90	2.50	2.85	2.45	2.80	2.40	2.70	2.35	2.65
6-9 Days	2.35	2.65	2.30	2.60	2.25	2.55	2.20	2.50	2.25	2.45
10-27 Days	2.25	2.55	2.20	2.50	2.15	2.45	2.10	2.40	2.05	2.35
28-35 Days	2.20	2.50	2.15	2.45	2.10	2.40	2.05	2.35	2.00	2.30

—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.

LINES PER AD

CONSECUTIVE DAYS	3-13		14-55		56-139		140-307		308+	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
1 Day	\$2.95	\$3.65	\$2.90	\$3.60	\$2.85	\$3.55	\$2.80	\$3.50	\$2.75	\$3.45
2 Days	2.85	3.55	2.80	3.50	2.75	3.45	2.70	3.40	2.65	3.35
3-5 Days	2.60	3.25	2.55	3.20	2.50	3.15	2.45	3.10	2.40	3.05
6-9 Days	2.45	3.05	2.40	3.10	2.30	2.95	2.25	2.90	2.20	2.85
10-27 Days	2.30	3.00	2.25	2.95	2.20	2.90	2.15	2.85	2.10	2.80
28-35 Days	2.25	2.90	2.20	2.85	2.15	2.80	2.10	2.70	2.05	2.65

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

Non-Contract Line Rates

CONSECUTIVE DAY	Per Line	Per Inch
Sunday only	\$11.47	\$160.63
1 Day (Daily)	9.01	126.10
2 Days (Daily)	7.57	106.02
3-5 Days (Daily)	5.74	80.32
6-9 Days (Daily)	4.82	67.46
10-27 Days (Daily)	4.53	63.45
28-35 Days (Daily)	4.36	61.07

—SUNDAY INSERTIONS: Add \$2.10 per line, per insertion.

—Contact your account executive for non-contract recruitment rates

Frequency Discounts

Classified Flight Plan

Build top of mind awareness and reach 78% of Ada & Canyon County at a 2.9 frequency with The Statesman's new Flight Plan. The plan includes the same ad 4 times in one week starting on Sunday with an average column inch rate of \$13.00/column inch. Copy changes not permitted.

Ad #	Publish Day
Ad 1	Sunday
Ads 2 & 3	Choose two days from Monday, Tuesday, Wednesday or Saturday
Ad 4	Choice of Thursday or Friday

—Billing rate is \$13.00 per column inch net.

Minimum 10" and maximum 150" ad size.

No exceptions for run days or number of ads.

Other Auto Frequency Rates

Full Page – 10 col. x 22"

	Sun-Thurs	Friday	Saturday
6 Weeks	\$2,175	\$2,712	\$3,384
Weeks	\$1,745	\$2,175	\$2,713
26 Weeks	\$1,355	\$1,675	\$2,075
52 Weeks	\$1,210	\$1,500	\$1,950

*Color: Mon-Sat \$350 Sun \$400

Half Page – 5 col. x 22" or 10 col. x 11"

	Sun-Thurs	Friday	Saturday
6 Weeks	\$1,265	\$1,577	\$1,984
13 Weeks	\$1,015	\$1,265	\$1,590
26 Weeks	\$810	\$1,000	\$1,250
52 Weeks	\$730	\$905	\$1,130

*Color: Mon-Sat \$350 Sun \$400

Quarter Page – 5 col. x 11"

	Sun-Thurs	Friday	Saturday
6 Weeks	\$735	\$916	\$1,151
13 Weeks	\$590	\$735	\$931.38
26 Weeks	\$487	\$600	\$755
52 Weeks	\$443	\$549	\$658

*Color: Mon-Sat \$350 Sun \$400

— For more information about the Auto Frequency Program, please contact your Classified Account Executive or call 208-377-6350.

Car Dealer Directory

1 Weeks.....	\$20
2 Weeks.....	\$40
3 Weeks.....	\$60
4 or 5 Weeks.....	\$50

Auto Dealer Association Rate

For automotive associations placing non-merchandising ads that promote the association and the multiple dealers belonging to the association. Contact your account executive for details.

Column inch Daily	Column inch Sunday
\$25.30	\$35.40

Real Estate This Week

Ad Size	Open	13X	26X	52X
1/16 Page	\$200	\$165	\$145	\$115
1/8 Page	\$305	\$250	\$220	\$175
1/4 Page	\$605	\$500	\$440	\$350
1/2 Page	\$1,100	\$910	\$815	\$650
Full Page	\$2,005	\$1,660	\$1,490	\$1,185
2+ Page				\$1,075

— Color Rates (1/2 Page or larger):

1-color \$495; 2 color \$610; 3 color \$725

— Color Rates (1/4 Page or smaller):

1-color \$380; 2 color \$440; 3 color \$495

Other Rates

Retail Reciprocal Rates

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

Column inch Daily	Column inch Sunday
\$42.55	\$60.50

Non-profit

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

	Daily	Sunday
Per line	\$3.62	\$4.95
Per inch	\$50.69	\$69.30

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:	\$35.00
If we mail you the replies:	\$63.00

Affidavits

\$5.00 each

Idaho Classifieds Service Guide

A Guide to Personal & Professional Services in the Treasure Valley. This 52 week package includes Monday through Sunday Classified Marketplace insertions and insertions in Marketplace Weekly, our Wednesday non-subscriber publication.

3 lines, 1 mo.....	\$150 per mo.
3 lines, 6 mo.....	\$125 per mo.
3 lines, 12 mo.....	\$90 per mo.

*Additional lines are available

Extra Value!

Repeat your Idaho Classifieds ad without copy changes in Thursday Idaho Outdoors for only \$1.50 per line per day, \$20.40 per display inch per day.

—Both line and display ads available (min. display size: 1 col.x28 lines)

Steal of a Deal

All Steal of a Deal ads are 3 lines and run for 5 days.

10 Ads.....	\$247
20 Ads.....	\$360
30 Ads.....	\$479
40 Ads.....	\$592
50 Ads.....	\$705
60 Ads.....	\$826
70 Ads.....	\$932
80 Ads.....	\$1,045
90 Ads.....	\$1,159

—Add your logo for a flat rate of \$1.75 per day.

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