

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"		110-199"		Full Page 200"		Line Ads	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
75	\$49.00	\$58.80	\$44.00	\$54.05	\$39.00	\$48.50	\$34.05	\$43.20	\$3.50	\$4.20
250	48.30	56.70	42.60	52.50	37.60	46.90	32.75	41.60	3.45	4.05
500	46.20	55.30	40.65	50.30	36.40	45.75	31.60	40.55	3.30	3.95
750	44.80	53.90	39.50	49.10	35.00	44.20	30.75	39.50	3.20	3.85
1,500	43.40	52.50	38.25	47.50	34.05	43.20	29.80	38.50	3.10	3.75
2,000	42.70	51.80	37.35	46.60	32.75	41.60	29.30	37.95	3.05	3.70
4,000	42.00	50.40	36.40	45.75	31.80	40.80	28.20	36.65	3.00	3.60
6,000	39.90	46.20	31.80	40.80	30.50	39.25	26.20	34.60	2.85	3.30

—Annual bulk contract customers not fulfilling a minimum 75 inches per year will be re-billed using the following per inch/line rates: Display—\$100.10 daily, \$137.85 Sunday. Liners—\$7.15 daily, \$9.85 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		140-279		280+	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
1 Day	\$3.05	\$3.75	\$3.10	\$3.70	\$3.05	\$3.65	\$3.00	\$3.60	\$2.95	\$3.55
2 Days	3.00	3.60	3.00	3.55	2.95	3.50	2.90	3.40	2.85	3.30
3-5 Days	2.85	3.20	2.75	3.15	2.70	3.10	2.65	3.00	2.60	2.95
6-9 Days	2.60	2.95	2.55	2.90	2.50	2.85	2.45	2.75	2.50	2.70
10-27 Days	2.50	2.85	2.45	2.75	2.40	2.70	2.35	2.65	2.30	2.60
28-35 Days	2.45	2.75	2.40	2.70	2.35	2.65	2.30	2.60	2.20	2.55

—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		140-279		280+	
	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday
1 Day	\$3.25	\$4.05	\$3.20	\$4.00	\$3.15	\$3.95	\$3.10	\$3.85	\$3.05	\$3.80
2 Days	3.15	3.95	3.10	3.85	3.05	3.80	3.00	3.75	2.95	3.70
3-5 Days	2.90	3.60	2.85	3.55	2.75	3.50	2.70	3.45	2.65	3.40
6-9 Days	2.70	3.40	2.65	3.30	2.55	3.25	2.50	3.20	2.45	3.15
10-27 Days	2.55	3.30	2.50	3.25	2.45	3.20	2.40	3.15	2.35	3.10
28-35 Days	2.50	3.20	2.45	3.15	2.40	3.10	2.35	3.00	2.30	2.95

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

Non-Contract Line Rates

CONSECUTIVE DAY	Per Line	Per Inch
Sunday only	\$12.62	\$176.69
1 Day (Daily)	9.91	138.70
2 Days (Daily)	8.33	116.62
3-5 Days (Daily)	6.30	88.35
6-9 Days (Daily)	5.30	74.21
10-27 Days (Daily)	4.99	69.79
28-35 Days (Daily)	4.79	67.11

—SUNDAY INSERTIONS: Add \$2.31 per line, per insertion.

—Contact your account executive for non-contract recruitment rates

Other Auto Frequency Rates

Full Page – 10 col. x 20"

	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 20" or 10 col. x 10"

	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 10"

	Sun-Thurs	Friday	Saturday
6 Weeks	\$735	\$916	\$1,161
13 Weeks	\$590	\$735	\$931
26 Weeks	\$487	\$600	\$755
52 Weeks	\$443	\$549	\$648

*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
\$27.85	\$38.95

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
\$46.80	\$66.55

Non-profit

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

	Daily	Sunday
Per line	\$3.98	\$5.45
Per inch	\$55.72	\$76.30

Attention Grabbers

Art Elements	\$5.00 per package
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

Color is charged by the inch and is charged per ad – no repeat discounts apply.

Ad Size	Daily	Sunday
Ads up to 30"	\$6.00 per inch	\$6.60 per inch
Ads 31" – 60"	\$4.50 per inch	\$5.10 per inch
Ads 61+"	\$3.00 per inch	\$3.60 per inch