

2009

# Calistoga Tribune

## RATE CARD

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The **Calistoga Tribune** and the **Mud City Weekender** welcome advertising from retail, commercial and classified accounts for publication in one or both of our newspapers.

### PUBLICATION DEADLINES

Both publications are distributed on Friday. The **Calistoga Tribune** arrives weekly by U.S. Mail to paid subscribers. The **Mud City Weekender** is placed in tourist destination businesses in Calistoga the first of each month, as well as being inserted into the Calistoga Tribune for our subscribers.

The deadline for all advertising in the Calistoga Tribune is noon Tuesday.

### ADVERTISING RATES

1. The advertising open rate for the **Calistoga Tribune** is **\$12.00** per column inch. The open rate for the **Mud City Weekender** is \$13 a column inch. (*See Weekender Rate Sheet for remaining pricing.*)

2. Ads which repeat in four consecutive issues in the **Calistoga Tribune** without change will be charged the reduced rate of **\$10.00** per column inch.

3. Ads which repeat in 13 or more consecutive issues of the **Calistoga Tribune** without change will be charged the reduced rate of **\$8.00** per column inch.

4. The real estate advertising rate in the **Calistoga Tribune** is **\$8.00** a column inch on a 13-week contract. The open rate is **\$10.50** a column inch.

### CLASSIFIED ADS

Classified ads will be accepted at the rate of \$10 per ad for 1-5 lines of type each week they are run. There is no discount for multiple runs. Commercial classified ads (ads with artwork or borders) pay a rate of **\$10.00** per column inch. There is no further discount.

### SUPER SIZE AT TWO-THIRDS PRICE

Retail ads that are charged at the open rate and are 20 column inches or greater may be placed in the next issue of the **Calistoga Tribune** for 65% of the original fee when no changes are made. Does not apply to political, real estate or classified advertising.

### POLITICAL ADVERTISEMENT

Political advertising requires payment with copy, no exceptions.

### LEGAL NOTICES

As a newspaper of general circulation, the **Calistoga Tribune** is authorized to print legal notices under Napa County Superior Court Order No. 26-29449 of July 12, 2005. Call for prices on fictitious business name statements, summons, estate, sale of property and other document publications.

### NON-PROFIT RATES

Non-profits may receive a 10% discount on their advertising, upon approval by the publisher or advertising director.

### COLOR RATES

Color printing will be charged at the per page rate of \$125 for one color

plus black, \$250 for two colors plus black, \$375 for three colors plus black and \$450 for full process color (includes separations).

### INSERTS

Rates for pre-printed inserts are as follows:

Single Sheet	\$85 per 1,000
4 pg tab	\$100 per 1,000
8 pg tab	\$115 per 1,000
12 pg tab	\$130 per 1,000
16 pg tab	\$145 per 1,000
20 pg tab	\$160 per 1,000
24 pg tab	\$175 per 1,000

### SERVICES

- Ad proofs will be provided to any advertiser as long as copy has been submitted by noon Tuesday.
- Advertising layout services are available to customers at no charge. Ads set and not run will be charged a minimum of \$25 for labor
- Tearsheets will be available upon request by advertiser.
- The publisher/ad director reserve the right to edit or refuse advertisements, and the word "advertisement" will be inserted into any ad that may confuse the reader by simulating editorial copy

### DIGITAL SUBMISSIONS

- Digital submissions are preferred for photographs, line art, halftones or finished ads being submitted for publication.
- Ads and images should be sent on a disk/CD as a QuarkXPress 4.0 document, or .EPS, .JPEG, or .TIFF file. Files can also be emailed to ads@calistogatribune.com
- Label any disk/CD you mail or drop off with your name, phone number and the content of the disk.

### PAGE SIZE

Full page image area for the **Calistoga Tribune** is 10.25" x 16", a total of 80 column inches at a cost of \$920. Half page size is 10.25" x 8", a total of 40 column inches at a cost of \$460.

## Terms of Payment

- Contract advertising will be billed monthly
- Payment may be made by check or cash. No credit cards.