

**2016**

**TO TALK ADVERTISING, call Shellie  
942-5181 or email ads@calistogatribune.com**

**Deadline is noon Tuesday • Publication day is Friday**

**PRICING GUIDELINES**

ONE COLUMN ADS (2" w)

TWO COLUMN ADS (4"w)

<p><b>\$28 a week at Open Rate</b> 1 col x 2" = 2 col in x \$14.00</p> <p><b>\$24 a week with 4-week contract</b> 1 col x 2" = 2 col in x \$12.00</p> <p><b>\$20 a week with 13-week contract</b> 1 col x 2" = 2 col in x \$10.00</p>	2"
<p><b>\$56 a week at Open Rate</b> 1 col x 4" = 4 col in x \$14.00</p> <p><b>\$48 a week with 4-week contract</b> 1 col x 4" = 4 col in x \$12.00</p> <p><b>\$40 a week with 13-week contract</b> 1 col x 4" = 4 col in x \$10.00</p>	4"
<p><b>\$84 a week at Open Rate</b> 1 col x 6" = 6 col in x \$14.00</p> <p><b>\$72 a week with 4-week contract</b> 1 col x 6" = 6 col in x \$12.00</p> <p><b>\$60 a week with 13-week contract</b> 1 col x 6" = 6 col in x \$10.00</p>	6"

<p>(Same price as 1 col x 4")</p> <p><b>\$56 a week at Open Rate</b> 2 col x 2" = 4 col in x \$14.00</p> <p><b>\$48 a week with 4-week contract</b> 2 col x 2" = 4 col in x \$12.00</p> <p><b>\$40 a week with 13-week contract</b> 2 col x 2" = 4 col in x \$10.00</p>
<p>(2 cols x 4")</p> <p><b>\$112 a week at Open Rate</b> 2 col x 4" = 8 col in x \$14.00</p> <p><b>\$96 a week with 4-week contract</b> 2 col x 4" = 8 col in x \$12.00</p> <p><b>\$80 a week with 13-week contract</b> 2 col x 4" = 8 col in x \$10.00</p>
<p>(2 cols x 6")</p> <p><b>\$168 a week at Open Rate</b> 2 col x 6" = 12 col in x \$14.00</p> <p><b>\$144 a week with 4-week contract</b> 2 col x 6" = 12 col in x \$12.00</p> <p><b>\$120 a week with 13-week contract</b> 2 col x 6" = 12 col in x \$10.00</p>

**ADDITIONAL INFORMATION**

Tribune columns are 2" wide. If you want a 3, 4 or 5 column ad, the same principal applies as that illustrated at left for one and two columns. The number of columns x the depth (in inches) of your ad x the rates quoted at left = total cost.

Ad heights do not have to be in even inches. They must always be at least 2" deep but can increase in depth by half inch increments.

**TRIBUNE SPECIAL**

**1 col x 2 inches  
\$17/wk  
26 wk total  
\$442  
(savings: \$8/wk)**  
26 week contract required.

**YOU WANT MORE?**

**\$560**  
Half Page (5 col x 8")  
**\$1120**  
Full Page (5 col x 16")

With 1,600 readers every week, the Calistoga Tribune is mailed to 975± homes each Friday through paid subscription requests, and sold at 10 Calistoga venues.