

2009

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

Deadline is noon Tuesday • Publication day is Friday

PRICING GUIDELINES

ONE COLUMN ADS (2")

TWO COLUMN ADS (4")

<p>\$24 a week at Open Rate 1 col X 2" = 2 col in x \$12.00</p> <p>\$20 a week with 4-week contract 1 col X 2" = 2 col in x \$10.00</p> <p>\$16 a week with 13-week contract 1 col X 2" = 2 col in x \$8.00</p>	2"
<p>\$48 a week at Open Rate 1 col X 4" = 4 col in x \$12.00</p> <p>\$40 a week with 4-week contract 1 col X 4" = 4 col in x \$10.00</p> <p>\$32 a week with 13-week contract 1 col X 4" = 4 col in x \$8.00</p>	4"
<p>\$72 a week at Open Rate 1 col X 6" = 6 col in x \$12.00</p> <p>\$60 a week with 4-week contract 1 col X 6" = 6 col in x \$10.00</p> <p>\$48 a week with 13-week contract 1 col X 6" = 6 col in x \$8.00</p>	6"

<p>(Can be 2 cols x 2" OR 1 col x 4")</p> <p>\$48 a week at Open Rate 2 col X 2" = 4 col in x \$12.00 1 col X 4" = 4 col in x \$12.00</p> <p>\$40 a week with 4-week contract 2 col X 2" = 4 col in x \$10.00 1 col X 4" = 4 col in x \$10.00</p> <p>\$32 a week with 13-week contract 2 col X 2" = 4 col in x \$8.00 1 col X 4" = 4 col in x \$8.00</p>
<p>(2 cols x 4")</p> <p>\$96 a week at Open Rate 2 col X 4" = 8 col in x \$12.00</p> <p>\$80 a week with 4-week contract 2 col X 4" = 8 col in x \$10.00</p> <p>\$64 a week with 13-week contract 2 col X 4" = 8 col in x \$8.00</p>
<p>(2 cols x 6")</p> <p>\$144 a week at Open Rate 2 col X 6" = 12 col in x \$12.00</p> <p>\$120 a week with 4-week contract 2 col X 6" = 12 col in x \$10.00</p> <p>\$96 a week with 13-week contract 2 col X 6" = 12 col in x \$8.00</p>

ADDITIONAL INFORMATION

Tribune columns are two inches wide. If you want a 3, 4 or 5 col ad, the same principal applies as that illustrated at left. Your column number x the depth (in inches) of your ad x the rates quoted at left will give you 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.

**HANK'S SPECIAL
1 col x 2 inches**

**\$10/wk
\$260-26 wk total**
Run ad 26 consecutive weeks with no changes. \$260 prepaid.

YOU WANT MORE?

\$460
Half Page (5 col x 8")
\$920
Full Page (5 col x 16")

ALSO AVAILABLE

Tribune Services Directory — only \$43 a month!

For professional service providers who want to keep their name and specialty in the public eye, but who don't need display advertising exposure, we have created a Services Directory. Ads run weekly at \$43 a month, billed quarterly. Must contract for three months, minimum.

With 2,200 readers every week, the Calistoga Tribune is mailed to 1,000 homes each Friday through paid subscription requests, and sold at 12 Calistoga venues.