

Advertising Deadlines

Service Directory ads due by the last Thursday of the month.

All other newspaper advertising due by noon on Monday for publication in Thursday's paper.

Conditions Governing Advertising

All advertising must be in good taste as adjudged by the Town Crier publisher, who reserves the right to edit or refuse advertising at her discretion.

Printer-Ready Ads

Ads must be built to size specifications (detailed inside) and 300 dots per inch (dpi) large. Pdf files are preferred with all fonts and images embedded. Other acceptable formats are: jpeg, tiff, png, psd and indd.

Advertising Errors

The Town Crier will not be responsible for mistakes in advertising that has been proofed and approved by advertiser. In the event of a print error, the Town Crier will be responsible for the first insertion only and will rectify the error by republishing without charge that part of the advertisement that was in error. The Town Crier is not responsible for the print quality or content of printer-ready or other customer-supplied artwork for advertisements.

Political Advertising

Political advertising must be paid in advance and must conform to government regulations. "PAID POLITICAL ADVERTISING" must be at the top or bottom of each 2-column width in 10 pt. Times font.

Graphic Design Charge

Graphic design work is generally included in the cost of an ad. If additional work is requested, the rate is \$45/hour.

Classified Advertising

Classified Rates include placement on Internet site: www.idyllwildtowncrier.com.

Classified Ad Rates by the Line

Up to 10 lines	\$13.95
Additional lines	\$1 each
Options:	
Bold face text.....	\$1 entire ad
.....	or 25¢/word
Centered text	\$1 entire ad

Classified Display Ad Rates

2-inch ad (minimum size).....	\$18.95
Each additional inch.....	\$9.45

Church Directory Ads

\$14.50 per week (one month minimum)
Includes online listing at
www.idyllwildtowncrier.com

Inn Directory Ads

\$14.50 per week (one month minimum)

Service Directory Ads

\$10.37 per column-inch per week. (One month minimum.) Full color included.

Legal Advertising/Public Notices

Separate rate card available.

Obituaries & Announcements

\$59 for first 250 words and 1 column-wide photo. Additional costs: 20¢ per additional word, \$20 for wider photo; \$20 for 1 additional column-wide photo; \$40 for additional wider photo.

Internet Advertising

Separate rate card available.

Idyllwild House Publishing Co. Ltd.

Advertising Rate Schedule

Effective September 1, 2017

The Idyllwild Town Crier is a local, state and national award-winning weekly newspaper.

Town Crier is distributed throughout town.

We have more than 700 "Off-Hill" subscribers and 700 online subscribers

Contact Info

LISA STREETER, ADVERTISING SALES
Toll-free 1-888-535-6663 • (951) 659-2145
e-mail: lisa@towncrier.com

P.O. Box 157 • 54405 North Circle Dr.
Idyllwild, CA 92549
fax (951) 659-2071

Office Hours: 9 a.m.-5 p.m., Monday-Friday
www.idyllwildtowncrier.com



DISPLAY ADVERTISING

Full page
10" w x 20" h
 \$849 open rate black & white
 \$934 open rate full color
 10% off with 1-year contract

Half page vertical
6.625" w x 15" h

Half page horizontal
10" w x 10" h
 \$425 open rate black & white
 \$468 open rate full color
 10% off with 1-year contract

Full Page Ad Includes
 1 facebook mention for that week
 1 banner ad on weekly email to Town Crier online subscribers (320px x 150px)

Full and Half Page Ads Include
 1 online "Shopper Spot" ad at idyllwildtowncrier.com
 1 banner ad on "Idyllwild Weekender Bulletin" (emailed Thursday to 2,000 + readers) 320px x 150px

DISPLAY ADVERTISING

Xxxx xxxx xxx xxxx xxxxxx xx x

Quarter page horizontal
6.625" w x 7.5" h

Quarter page vertical
3.25" w x 15" h

Quarter page banner
10" w x 5" h
 \$214 open rate black & white
 \$235 open rate full color
 10% off with 1-year contract

Quarter Page Ad Includes
 1 online "Shopper Spot" ad at idyllwildtowncrier.com
 1 banner ad on "Idyllwild Weekender Bulletin" (emailed Thursday to 2,000 + readers) 320px x 150px

WE OFFER A 10% DISCOUNT TO NONPROFITS!

DISPLAY ADVERTISING

Xxxx xxxx xxx xxxx xxxxxx xx x xxxxxx xxxxxxxx

Eighth page horizontal
6.625" w x 3.75" h

Eighth page vertical
3.25" w x 7.5" h

Eighth page banner
10" w x 2.5" h

Eighth page rates
 \$109 open rate black & white
 \$120 open rate full color
 10% off with 1-year contract

2-column inch FRONT PAGE tile ad available for \$40 more (requires inside ad placement)

15% placement fee for prime pages:
A2, back page of A section, B1 and back page of B section