



Ritzville Adams County Journal
 216 West Railroad Avenue • P.O. Box 288
 Ritzville, WA 99169-0288
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 Web site: www.ritzvillejournal.com

Display Rates

Per column inch, per issue
 All Rates Effective Jan. 1, 2018

OPEN RATE: \$8.00

- Minimum ad size 2 col. inches
- The Editor shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Editor's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisements.
- The Editor reserves the right to refuse any advertisement or preprinted insert.
- Local rates are not commissionable, available to all, including agencies.
- The Editor reserves the right to change advertising rates as necessary. Editor will give written notice 30 days prior to increase.

Classified Display

OPEN RATE \$7.75

- Minimum ad size 2 col. inches

Legal Notices

Per Col. Inch: \$8.50

- Rate Effective Jan. 1, 2018
- **Affidavit of Publication provided upon payment in full.**
- The Ritzville Adams County Journal is a legal newspaper of paid circulation for City, County and State.

Pre-Print Insert Rates

Rates:

One Time Rate: \$100 per thousand
 (Up to 8-page Tab. For larger inserts, please call first.)

Number of Preprints:

Per Year:	6-11	12-24	25-52
Single Sheet	\$70M	\$68M	\$65M
1 to 12 Pages	\$75M	\$70M	\$65M
13-24 Pages	\$90M	\$85M	\$80M

Quantity Required:

2,100 pieces. Zoned placements are not available.

Deadline:

Inserts must be received by the Friday prior to the scheduled publication date (5 working days).

Special Instructions:

- *The Ritzville Adams County Journal* is a broadsheet newspaper that is quarter-folded during the printing process to accommodate our distribution practices. The maximum finished size of an insert must be smaller than 7" x 11". Larger inserts must be folded to fit. Folding can be arranged with three working days notice at a flat rate of \$45. The folding fee is in addition to the actual cost of insertion in the newspaper.
- Preprinted inserts are subject to the Publisher's approval.
- Above rates apply to single advertiser inserts only.

Color Rates

- \$50 for less than 1/8 page
- \$100 for 1/8 to half page
- \$200 for half page or larger
- Color rates are for standard press colors.
- Spot color rate is for one color plus black.
- Contract rates for color are available.

Mechanical Requirements

Halftones: Images should be screened at 85 lines per inch for best print quality.

1 col: 1.5625"	9.375 picas	4 col: 6.625"	39.75 picas
2 col: 3.25"	19.5 picas	5 col: 8.3125"	49.875 picas
3 col: 4.9375"	29.625 picas	6 col: 10"	60 picas

ALL RATES are subject to change.

DEADLINES for Thursday publications

Display Advertising, if Proof Required — 12 p.m. on Monday
 Display Advertising — 5 p.m. Monday • Legal & Public Notices — 5 p.m. Monday
 Classified Display and Classified Reader Ads — 5 p.m. Monday