

## 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 \$30/hour.

## Classified Advertising

**Classified Rates include placement on Internet site:** [www.idyllwildtowncrier.com](http://www.idyllwildtowncrier.com).

### Classified Ad Rates by the Line

Up to 10 lines .....	\$11.95
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](http://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.

## Inserted Leaflets, Handbills

### Full newspaper run (per 1,000)

4-tab pages - \$97.50 (minimum insert cost)  
8-tab pages - \$108.75  
12-tab pages - \$122

### Partial newspaper run

4-tab pages - \$107.25 (minimum insert cost)  
8-tab pages - \$119.63  
12-tab pages - \$134.20

## Legal Advertising/Public Notices

Separate rate card available.

## Internet Advertising

Separate rate card available.

Idyllwild House Publishing Co. Ltd.

# Advertising Rate Schedule

Effective May 4, 2016

**Idyllwild • Pine Cove • Fern Valley  
Garner Valley • Mountain Center  
Anza • Pinyon • Poppet Flats  
Twin Pines • Hemet**

*With 8,000 readers every week and many more during the tourist season, the Town Crier is the first advertising choice for local, successful businesses.*

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

## Contact Info

P.O. Box 157 • 54405 North Circle Dr.  
Idyllwild, CA 92549

Office Hours: 9 a.m.-5 p.m., Monday-Friday  
10 a.m.-4 p.m., Saturday & Sunday  
Toll-free 1-888-535-6663

(951) 659-2145 • fax (951) 659-2071

[www.idyllwildtowncrier.com](http://www.idyllwildtowncrier.com)

e-mail: [lisa@towncrier.com](mailto:lisa@towncrier.com)

or [martha@towncrier.com](mailto:martha@towncrier.com)



## Display ad types

Display ads are the usual newspaper ads that may have photos and artwork along with a written message.

**Full page**  
**10" wide x 12" tall**  
 10% off with 1-year contract  
 \$808.56 open rate

Xxxx xxxx xxx xxxx xxxxx xx x

**Quarter page horizontal**  
**6<sup>5</sup>/<sub>8</sub>" wide x 4<sup>1</sup>/<sub>2</sub>" tall**

**Quarter page vertical**  
**3<sup>1</sup>/<sub>4</sub>" wide x 9" tall**

**Quarter page banner**  
**10" wide x 3" tall**

Xxxx xxxx xxx xxxx xxxxx xx x xxxxxx xxxxxxxx

**Eighth page horizontal**  
**6<sup>5</sup>/<sub>8</sub>" wide x 2<sup>1</sup>/<sub>4</sub>" tall**

**Eighth page vertical**  
**3<sup>1</sup>/<sub>4</sub>" wide x 4<sup>1</sup>/<sub>2</sub>" tall**

**Front page banner**  
**8<sup>5</sup>/<sub>16</sub>" wide x 2" tall**

Xxxx xxxx xxx xxxx xxxxx xx x xxxxxx xxxxxxxx

**Half page vertical**  
**6<sup>5</sup>/<sub>8</sub>" wide x 9" tall**

**Half page**  
**10" wide x 6" tall**  
 10% off with 1-year contract  
 \$404.28 open rate

**Quarter Page**  
 10% off with 1-year contract  
 \$202.14 open rate

**Front page banner**  
**8<sup>5</sup>/<sub>16</sub>" wide x 2" tall**

Exciting banner opportunities available in all sections. Call Lisa or Martha for details.

**Eighth Page**  
 10% off with 1-year contract  
 \$101.07 open rate

Full color now included for all display ads at no additional cost!

**Premium placement**  
 Pages 2 and 3 – 10% premium  
**Nonprofit Discount**  
 10% off