

retail advertising

2011-2012

Column Inches

Ad sizes are expressed in column inches. To figure out the size of an ad, first determine how many columns wide the ad will be. Then determine the height of the ad in inches. Multiply the number columns wide by the height in inches. For example: 2 col. x 2 inches = 4 column inches. The cost of the ad is determined by multiplying the total column inches by the contract inch rate.



Column Widths

Columns	Inches	Picas
1 Column	1.5556	9p4
2 Column	3.2223	19p4
3 Column	4.8886	29p4
4 Column	6.5556	39p4
5 Column	8.2223	49p4
6 Column	9.8889	59p4

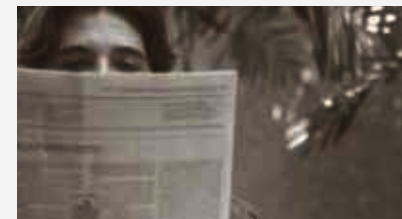
Common Ad Sizes

	Width	Height
1/4 Page V	3 columns	10.5 inches
1/4 Page H	6 columns	5 inches
1/2 Page H	6 columns	10.5 inches
1/2 Page V	3 columns	21 inches
JR Full Page	5 columns	18 inches
Full Page	6 columns	21 inches
JR Double Truck	10 columns+1 in.	18 inches
Front Page Strip	6 columns	2.5 inches
Section Front	6 columns	3 inches

Contacts

Retail Advertising	406-523-5223
advertising@missoulian.com	
Classified Advertising	406-721-6200
classifieds@missoulian.com	
News Department	406-523-5240
newsdesk@missoulian.com	
Circulation Department	406-523-5280
circulation@missoulian.com	
Accounting Department	406-523-5345
rfcbillings@lee.net	
Obituaries	406-523-5267
newsdesk@missoulian.com	
Ravalli Republic	406-363-3300
ravallirepublic.editor@lee.net	

smart moves



bright ideas



fresh solutions



Contact your advertising consultant for more information

406.523.5223

or advertising@missoulian.com

www.missoulian.com

Effective November 1, 2011

Retail and Classified Advertising Rates

Retail Annual Contract Agreement Rates

Display ads will be online at missoulian.com's
Flyerboard Ad Vault for a \$10 service fee.

Commitment	Daily Col. Inch Rate	Sunday Col. Inch Rate
Open Rate	\$38.06	\$44.25
\$5,500	\$23.61	\$27.45
\$11,000	\$22.66	\$26.35
\$16,000	\$21.75	\$25.30
\$22,000	\$20.88	\$24.28
\$35,000	\$20.05	\$23.31
\$44,000	\$19.25	\$22.38
\$62,000	\$18.48	\$21.49
\$82,000	\$17.74	\$20.63
\$110,000	\$17.03	\$19.80

Color

According to consumer studies, ads running with at least one color generated a whopping 43% more merchandise sold on average, and increased in-depth reading of ads by more than 60%.
Source: NAA 2004.

Color Rates

1 available color & black	\$210
3 colors & black	\$360

Color Frequency Rates

for advertisers using color 4 times in a 30 day period

1 color & black	\$180
3 colors & black	\$300

For advertisers using color 8 times in a 30 day period

1 color & black	\$150
3 colors & black	\$200

Directory of Health Care Professional

Reach an additional 34,000 online readers a day!

- Your expanded online listing can include photos and video
- Fresh content daily regarding health and wellness
- Updated wellness calendar

\$47.00/week	1 week commitment
\$37.00/week	13 week commitment
\$30.00/week	26 week commitment
\$26.00/week	52 week commitment

Up to 6 lines of copy; \$1 per line over 6 lines

Classified Annual Contract Agreement Rates

Annual contracts offer the greatest flexibility in planning your advertising schedules.

Commitment	Col. Inch Rate daily	Col. Inch Rate Sunday
Open Rate	\$41.25	\$47.30
\$3,000	\$24.30	\$28.60
\$5,500	\$24.10	\$28.30
\$11,000	\$23.60	\$27.70
\$16,000	\$22.75	\$26.80
\$22,000	\$21.80	\$25.55
\$35,000	\$20.70	\$24.30
\$44,000	\$20.00	\$23.45
\$62,000	\$19.50	\$22.75
\$82,000	\$19.30	\$22.30
\$110,000	\$18.50	\$21.60

Commitment	Daily Line Rate	Sunday Line Rate
Open Rate	\$3.70	\$4.25
\$3,000	\$2.20	\$2.60
\$5,500	\$2.15	\$2.55
\$11,000	\$2.10	\$2.50
\$16,000	\$2.05	\$2.40
\$22,000	\$1.95	\$2.30
\$35,000	\$1.85	\$2.20
\$44,000	\$1.80	\$2.10
\$62,000	\$1.75	\$2.05
\$82,000	\$1.70	\$2.00
\$110,000	\$1.65	\$1.95

*not including Help Wanted

Package Buys for BIG Results

All package buys include classified and online. Ads are non-refundable but may be cancelled. Includes Online and selltmt.com! Does not apply to Help Wanted. No copy changes.

7 days	14 days	30 days
2 lines \$29.99	2 lines \$44.99	2 lines \$59.99
3 lines \$39.99	3 lines \$59.99	3 lines \$79.99
4 lines \$49.99	4 lines \$74.99	4 lines \$99.99

\$10 each additional line over 4 lines. \$15 each additional line over 4 lines. \$21 each additional line over 4 lines/day.

Priority Placement

Section A	+ 8%
Other Sections	+ 3%
Page	+10%
Back Page of Section	+15%

Late Ad & Cancellation Policy

Late Ad	+ 5%
Ad Cancelled After Deadline	+30%

Sunday rates for Thanksgiving and Christmas days

Pickup Discounts

Rerun any ad with minimal copy changes within a 7-day period and earn:

2nd insertion	20% discount
3rd insertion	25% discount
4th insertion	30% discount
5th insertion	35% discount
6th insertion	40% discount
7th insertion	50% discount
Monday or Tuesday straight pickup	50% discount

*Open & contract rates only

New Advertiser

\$16.50 an inch and \$99 for 10,000 impressions online
Ads must run within 30 days. Online banner is run of site. Offer good to customers that have not done any advertising with the Missoulian for the past 12 months. Same ad.

30,000 Impressions	\$465
45,000 Impressions	\$695
60,000 Impressions	\$900

ROP & Classified* SNAP Programs

(Small-Space Newspaper Advertising Program)
Minimum 2 ads/week. Ads must run consecutive weeks.

4 WEEK	Cost for 2 ads/Week	13 WEEK	Cost for 2 ads/Week
Inches 4	\$167	Inches 4	\$156
6	\$249	6	\$228
8	\$312	8	\$296
10	\$385	10	\$360

26 WEEK	Cost for 2 ads/Week	52 WEEK	Cost for 2 ads/Week
Inches 4	\$145	Inches 4	\$134
6	\$211	6	\$195
8	\$274	8	\$252
10	\$332	10	\$305

Bonus Display Rate

Want to run a different size? Display rate included in Package buys! \$22.00/daily; \$26.00/Sunday. SNAP Program or Business Builder must be in effect in order to take advantage of the bonus display rate. Add color for \$100 an ad

*Classified Programs & Package rates are 20% off

ROP & Classified Business Builder Programs

Ad must run every day in a 30 day period. Ad cost includes ROS flyerboard for 30 days.

Inches	Cost per ad	Cost per 30 day run schedule
1	\$16.90	\$507.00
2	\$26.41	\$792.42
3	\$35.80	\$1,074.00

Frequency Works

Advertising frequency has proved to increase consumer awareness and retention of the sales message. When people are ready to make a purchase, they turn to classifieds on that day. Taking advantage of a frequency program puts your advertising message in front of those ready to buy every day. This builds impressions which reinforce your ad message to improve response.

The Missoulian offers a variety of frequency-based programs which extend discounted rates to help promote your business.

Large Space Sale Flight Plan:

Must purchase a minimum of 4 ads in a 2-week window. Ads must run consecutive weeks. No other discounts apply. Add color for \$150 an ad.

¼ pg plus	(30" - 62")	\$17.20/col. inch
½ pg plus	(63" - 89")	\$16.65/col. inch
Junior to Full pg	(90" - 129")	\$15.45/col. inch

ROP & Classified Event Packages

3-TIME SPECIAL \$25.00/col. inch

4" Minimum. Ads must be the same size during the run. Must run 3 ads in a 7-day period. Ad cost includes ROS flyerboard for 7 (10 or 14) days. Add color for \$125 an ad.

4-TIME SPECIAL \$23.00/col. inch

4" Minimum. Ads must be the same size during the run. Must run 4 ads in a 10-day period. Ad cost includes ROS flyerboard for 7 (10 or 14) days. Add color for \$125 an ad.

5-TIME SPECIAL \$21.00/col. inch

4" Minimum. Ads must be the same size during the run. Must run 5 ads in a 14-day period. Ad cost includes ROS flyerboard for 7 (10 or 14) days. Add color for \$125 an ad.

10-TIME SPECIAL \$19.00/col. inch

4" Minimum. Ads must be the same size during the run. Must run 10 ads in a 14-day period. Ad cost includes ROS flyerboard for 7 (10 or 14) days. Add color for \$125 an ad.