

**INDEPENDENT
COAST OBSERVER**

P.O. BOX 1200, GUALALA, CA 95445
707-884-3501 • FAX: 707-884-1710
display@mendonoma.com

**DISPLAY ADVERTISING
RATES AND POLICY**

Rates current as of Feb. 1, 2022

(Supersedes all previous rate cards)

OPEN RATE.....\$16.40/COLUMN INCH
This open rate applies to all advertisers who do not qualify for other discount rates.

MONTHLY ADVERTISER RATE.....\$13.45/COLUMN INCH
This **monthly discount rate** applies if you had an ad last month, or have an ad order on file for next month. Consistent advertising works best, and earns you an 18% discount!

MONTHLY VOLUME RATE\$12.63/COLUMN INCH
Earn this **volume discount rate** every month in which you run advertising totaling more than 100 column-inches, if you qualify as a frequent (monthly) advertiser. This is a 23% discount from our open rate!

BARRELHEAD™ AD PROGRAM.....\$11.81/COLUMN INCH
This economy rate is within the reach of every business. Earn this **substantial discount rate of 28%** if you: run your ad every issue for three months (13 weeks), do not change your ad during the three-month run, and pay for each 3 months of advertising in advance. For example, a 2 col. x 2" (business card-size) ad in the ICO every week is just 614.12 for 3 months.

CIVIC RATE\$11.97/COLUMN INCH
Civic and non-profit organizations may take advantage of this special discount rate.

POLITICAL RATE\$16.40/COLUMN INCH
For political advertising, **payment in full must accompany copy**, and advertisers must be identified in accordance with applicable law. Advertising deadlines **must** be strictly observed.

NATIONAL ADVERTISING RATE\$18.86/COLUMN INCH
This rate applies to bona fide advertising agencies, and is discountable at 15%.

PREPRINTED INSERTS..... \$369.60
Preprinted inserts up to 1.5 ounces per piece may be distributed as a part of the Independent Coast Observer. Preprinted inserts must be included with the full press run, with a **maximum dimension of 8.50" x 11"**, folded. Because of US Postal Service regulations, inserts may not have imprinted "Postage Paid" block.

FULL COLOR.....\$100.00
Flat charge per ad. Limited availability.

ADVERTISING POLICIES:

Advertising rates are for run-of-paper position. No extra charge is made for ads on the Barrelhead ad program in the Services, Auto Services, or Contractors sections, for restaurants and lodging on the Dining pages, or for real estate display ads on the classified ad pages. Other special positions will be considered a request only. The Publisher reserves the right to decline any advertisement at any time prior to publication.

MECHANICAL INFORMATION:

PDF electronic files may be sent to display@mendonoma.com Column width 9.5 picas (approx. 1 9/16"), 1 pica between columns. Page width approximately 10 1/4", page depth 15". Line screens : 85 to 130.

CLOSING TIME AND PROOFS:

All display advertising space orders must be submitted before **3:00 P.M., MONDAY BEFORE PUBLICATION** (or the previous Friday on the occasion of a federal holiday). Special advance deadlines may apply to holiday weekend issues or special sections. Ads may be proofed by prior arrangement. **Fax available: 707-884-1710.**

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DISPLAY ADVERTISING RATES AND SIZES
Rates current as of February 1, 2019

EXAMPLES OF 1 - COLUMN ADS

1 X 1 SIZE

Open Rate: \$16.40 per ad
Monthly Ad Rate \$13.45 per ad
Barrelhead Rate: \$11.81 per ad
(3 months, no changes, prepay \$153.53)

**1-COLUMN ADS ARE 9.5 PICAS
OR 1 9/16" WIDE**

You may also use half inch depths, e.g. 1x4 1/2"
The maximum depth of an ad is 15" Ads over 13"
are charged at the 15" rate

1 X 2 SIZE

OPEN RATE:
\$32.80 per ad
MONTHLY AD RATE:
\$26.90 per ad
BARRELHEAD RATE:
\$23.62 per ad
(3 months, no changes,
prepay \$307.06)

1 X 3 SIZE

OPEN RATE:
\$49.20 per ad
MONTHLY AD RATE:
\$40.35 per ad
BARRELHEAD RATE:
\$35.43 per ad
(3 months, no changes,
prepay \$460.59)

1 X 6 SIZE

OPEN RATE:
\$98.40 per ad
MONTHLY AD RATE:
\$80.70 per ad
BARRELHEAD RATE:
\$70.86 per ad
(3 months, no changes,
prepay \$921.18)

1 X 5 SIZE

OPEN RATE:
\$82.00 per ad
MONTHLY AD RATE:
\$67.25 per ad
BARRELHEAD RATE:
\$59.05 per ad
(3 months, no changes,
prepay \$767.65)

1 X 4 SIZE

OPEN RATE:
\$65.60 per ad
MONTHLY AD RATE:
\$53.80 per ad
BARRELHEAD RATE:
\$47.24 per ad
(3 months, no changes,
prepay \$614.12)

1 X 3.5 SIZE

OPEN RATE:
\$57.40 per ad
MONTHLY AD RATE:
\$47.08 per ad
BARRELHEAD RATE:
\$41.34 per ad
(3 months, no changes,
prepay \$537.36)

EXAMPLES OF 2 - COLUMN ADS

2 X 2 SIZE

OPEN RATE: \$65.60 per ad

MONTHLY AD RATE: \$53.80 per ad

BARRELHEAD RATE: \$47.24 per ad
(3 months, no changes, prepay \$614.12)

2-COLUMN ADS ARE 20 PICAS OR 3 5/16" WIDE

You may also use half inch depths, e.g. 2x4 1/2"

The maximum depth of an ad is 15"

Ads over 13" are charged at the 15" rate

2 X 3 SIZE

OPEN RATE: \$98.40 per ad

MONTHLY AD RATE: \$80.70 per ad

BARRELHEAD RATE: \$70.86 per ad
(3 months, no changes, prepay \$921.18)

2 X 5 SIZE

OPEN RATE: \$164.00 PER AD

MONTHLY AD RATE: \$134.50 PER AD

BARRELHEAD RATE: \$118.10 PER AD
(3 months, no changes, prepay \$1,535.30)

2 X 4 SIZE

OPEN RATE: \$131.20 PER AD

MONTHLY AD RATE: \$107.60 PER AD

BARRELHEAD RATE: \$94.48 PER AD
(3 months, no changes, prepay \$1,228.24)

2 X 1 SIZE

OPEN RATE: \$32.80 PER AD

MONTHLY AD RATE \$26.90 PER AD

BARRELHEAD RATE: \$23.62 PER AD
(3 months, no changes, prepay \$307.06)

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EXAMPLES OF 3 - COLUMN ADS

3-COLUMN AD IS	30.5 PICAS OR	5 1/16" WIDE
4-COLUMN AD IS	41.0 PICAS OR	6 13/16" WIDE
5-COLUMN AD IS	51.5 PICAS OR	8 1/2" WIDE
6-COLUMN AD IS	62.0 PICAS OR	10 1/4" WIDE

You may also use half inch depths • The maximum depth of an ad is 15"
Ads over 13" are charged at the 15" rate

3 X 3 SIZE

OPEN RATE: \$147.60 PER AD
MONTHLY AD RATE: \$121.05 PER AD
BARRELHEAD RATE: \$106.29 PER AD
(3 months, no changes, prepay \$1,381.77)

3 X 7.5 SIZE "QUARTER PAGE"

OPEN RATE: \$369.00 PER AD
MONTHLY AD RATE: \$302.63 PER AD
BARRELHEAD RATE: \$265.73 PER AD
(3 months, no changes, prepay \$3,454.43)