# RATES & INFORMATION

**1. DISPLAY ADVERTISING:**
**Cost: $7** per column inch
**Full page: $600** (120 col. in/11"w x 20"h)
**1/2 page: $360** (60 col. in/11"w x 10"h or 5.5" x 19.25")
**1/4 page: $195** (30 col. in / 5.5"w x 10"h or 11" x 5")
**1/8 page: $95** (15 col. in / 5.5"w x 5"h or 3.55" x 7.5")

**Repeat Prices** based on total column inches within a four week period:
   **1-30":** $7 / col. in.   **31-60":** $6.50 / col. in.
   **61-90":** $6 / col. in.   **91-120":** $5.50 / col. in.
   **120" & over:** $5 / col. in.

**Local Schools/Churches: $3.50**/col. in (50% discount)

**Color & Position Charges**
Full Color-Full Pg+$50, 1/2 Pg+$30, 1/4 Pg+$25, 1/8 Pg +$20, Smaller size +$10  Position Requests +10%

**Agency Rates** - $8.25/col. inch (15% commissionable)

**Statewide Advertising (2 col. x 2" = $320)** through the Utah Press Association - ask for details.

**2. CLASSIFIED ADVERTISING:**
**Cost:** $7.50 - 25 words or less (must be prepaid)
      +30¢ per word over 25 words
**Other:** Photos/Logos $5, Box $1, Spot Color +$5

**3. SERVICE DIRECTORY:**
4 week minimum • Priced by the inch ($5) Color +$10
Cost per week: 1"-$5  2"-$10  3"-$15  4"-$20  5"-$25

**4. LEGAL NOTICES:**
Cost per week: 50¢ / line as published
(equivalent to $3.57 / col. inch)

**5. INSERTION RATES: (NEED 2200 COPIES)**
  1 page flyer - 8¢ • 4 page std/8 page tab - 10¢
  6 page std/12 page tab - 12¢
  8 page std/16 page tab - 14¢

**Max. unfolded insert size: 12" x 10.5"**
(Folding/cutting service available for extra charge)

**Print and Insert Special:** Design, Print & Insert 1 page flyer - Black ink on white paper - **1 Side: $295**
**2 Sides: $395** (Color paper +$25)

**SOUTHERN UTAH PUBLISHING**
Ask about our Full-Service Printing Company!
Business Cards, Envelopes, Letterhead, Forms & more!

**6. WEBSITE BANNER ADS -** $40/4 weeks, $100/13 weeks, $180/26 weeks, $300/52 weeks

**7. PRODUCTION:**
We have a professional production staff and materials available to produce effective display ads. Our rates include basic supplies, setting type and artwork either provided by customer or art service.

**8. MECHANICAL SIZES:**
The Southern Utah News uses a standard 6 column broadsheet format.
**Page width:** 10.972"  **Page height:** 20"
**Col. width:** 1=1.736" • 2=3.583" • 3=5.43" • 4=7.277" • 5=9.124" • 6=10.972"

**9. SUBSCRIPTION RATES: Southern Utah News**
$40 in Kane County/Fredonia, $50 in rest of the U.S. (Includes online e-edition access). $35 e-edition only.

**10. TERMS OF PAYMENT:**
  **All open accounts** are billed once a month at end of month. Balance is due and payable upon receipt. Accounts past seven days will be charged a 1-1/2% per month service fee (18% APR).
  **Commissionable rates** are available to any recognized advertising agency and will be billed to the advertising agency.
  **Payments for all advertisements** are the sole responsibility of the company for which said advertisement was run.

**11. GENERAL POLICIES:**
  **All advertising** is accepted subject to approval by the publishers.
  **The publishers assume no responsibility** for typographical errors or omissions in advertisements, but will reprint the advertisement once if at fault. The publishers shall not be liable for damages arising out of errors beyond the amount actually paid for advertisement space. Notification of any error must be made as soon as possible so that it may be corrected in the next edition if running more than one time.

**12. CO-OP BILLING:**
  **Co-op advertising** is a very cost-effective way for you to promote your business.
  **Memo billing and tearsheet processing** is provided at no charge. We do ask that you please request this service at the time of ad order.

**Advertising rates effective January 1, 2017**

# Southern Utah NEWS

**2 Col x 5 Inch** (3.583" x 5")
Total Column Inches = 10

**1 Col x 4 Inch**
(1.736" x 4")
Total Col. Inches = 4

**1/8 Page:** 3 Col x 5 Inch (5.43" x 5")
or 2 Col x 7.5 Inch (3.583" x 7.5")
Total Column Inches = 15

**2 Col x 2 Inch** (3.583" by 2")
Total Column Inches = 4