

Effective
November 1, 2011

IRON COUNTY Today

Iron County's
only community
newspaper!

Advertising Rates

TALL BOY TABLOID SIZE	COLUMN INCHES	1-12 WEEKS		13 WEEK		26 WEEK		52 WEEK	
		BLACK	4/COLOR	BLACK	4/COLOR	BLACK	4/COLOR	BLACK	4/COLOR
Full Page	102	\$776	\$862	\$693	\$770	\$665	\$739	\$610	\$678
3/4 Page	78	\$610	\$679	\$546	\$606	\$524	\$583	\$480	\$485
1/2 Page	51	\$427	\$474	\$381	\$424	\$366	\$407	\$337	\$340
3/8 Page	39	\$337	\$374	\$299	\$333	\$288	\$319	\$265	\$268
1/4 Page	25.5	\$249	\$277	\$231	\$256	\$220	\$246	\$194	\$196
1/8 Page	12.75	\$139	\$154	\$128	\$142	\$123	\$136	\$108	\$120
1/16 Page	6 in.	\$77	\$85	\$73	\$80	\$69	\$77	\$66	\$73

Pre-print Rates

Single Sheet	\$50/m
4 page tabloid	\$55/m
8 page Tabloid/4 page standard	\$60/m
12 page Tabloid/6 page standard	\$65/m
16 page Tabloid/8 page standard	\$70/m
20 page Tabloid/10 page standard	\$75/m
24 page Tabloid/12 page standard	\$80/m

PREPRINT REQUIREMENTS

- Advance notice must be given to Iron County Today at least twelve (12) days prior to day of distribution. Preprinted sections must be shipped prepaid to Iron County Today, 1370 South 500 West, Bountiful, Utah 84010 six (6) days prior to day of distribution.
- Minimum size 5 1/2" x 8 1/2" • Maximum size 9 1/2" x 11 3/4"
Single sheet minimum weight 60# offset or 24# bond.
- Supplement line should be printed on all copies. "Advertising Supplement"
- Iron County Today reserves the right to accept or reject any or all preprinted sections.
- Must be shipped flat on disposable skids weighing not more than 2,000 pounds per skid. Measurements for skids should be about 48 inches long by 40 inches wide. Maximum 60 inches high.

MECHANICAL REQUIREMENTS

Iron County Today is a broadsheet page of 6 columns wide and 17 inches deep. Classified pages are the same.

DISPLAY ADS (ROP & Classified)

1 col. 1.632"	4 col. 7.028"	Std Dbl Truck
2 col. 3.43"	5 col. 8.826"	22.75" (Billed
3 col. 5.229"	6 col. 10.625"	at 13 columns)

Discounts

There is a 5% discount for ads paid in advance.

Special Placement

Front Page Banner
6 columns x 1-1/2"
\$400

Service Directory
1 column x 2"
\$50 per mo./\$130 for 4 mo.

We-print Inserts

Iron County Today will print and distribute your 8 1/2"x11" advertising flyers on your choice of 60# offset book white or colored paper. The full color inserts will be printed on 60# coated (gloss) paper.

	1 color 1 side 60# offset book Cost per m	1 color 2 sides 2 color 1 side 60# offset book Cost per m	2 color 2 sides 60# offset gloss Cost per m	Full color 1 side 60# coated gloss Cost per m	Full color 2 sides 60# coated gloss Cost per m
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5,000 to 9,999	\$65	\$75	\$100	\$140	\$160
10,000 to 24,999	\$60	\$70	\$85	\$100	\$125
25,000 to 49,999	\$55	\$65	\$75	\$85	\$95
50,000+	\$50	\$55	\$65	\$75	\$85

The minimum order is 5,000 fliers. See your rep for details.

Deadlines

All Display Ads:

Monday Noon the week of publication

Classified Liner (Reader) Ad Deadlines:

Monday Noon the week of publication

Full Page
102 column inches
10.625" x 17"

\$776 Black
\$862 4/Color

1/4 Horizontal
24 col. inches, 10.625" x 4"
\$249 Black • \$277 4/Color

3/4 Horizontal
78 col. inches
10.625" x 13"

\$610 Black
\$679 4/Color

3/4 Vertical
76.5 col. inches
7.95" x 17"

\$610 Black
\$679 4/Color

1/2 Vert.
51 col. in.
5.229" x 17"

\$427 Black
\$474 4/Color

3/8 Vert.
39 col. in.
5.229" x 13"

\$337 Black
\$374 4/Color

1/8 Vert.
12.75 col. in.
3.43" x 6.25"

\$77 Black
\$85 4/Color

1/4
25.5 col. in.
5.229" x 8.5"

\$249 Black
\$277 4/Color

1/2 Horizontal
51 col. in.
10.625" x 8.5"

\$427 Black
\$474 4/Color

1/16 Hz.
6 col. in.
3.43" x 2"

\$77 Black
\$85 4/Color

1/8 Hz.
12.75 col. in.
5.229" x 4.25"

\$139 Black
\$154 4/Color

3/8 Hz.
38.25 col. in.
7.904" x 8.5"

\$337 Black
\$374 4/Color

1/4 Vert.
25.5 col. inches,
2.553" x 17"

\$249 Black
\$277 4/Color

Mechanical Requirements

Size (in inches)	Width	Height
Full page	10.625	17
3/4 page vertical	7.95	17
3/4 page horiz	10.625	13
1/2 page vertical	5.229	17
1/2 page horiz	10.625	8.5

Size (in inches)	Width	Height
3/8 page vertical	5.229	9.75
3/8 page horiz	7.904	8.5
1/4 page vertical	2.553	17
1/4 page horiz	10.625	4
1/4 page	5.229	8.5

Size (in inches)	Width	Height
1/8 page vertical	3.43	6.25
1/8 page horiz	5.229	4.25
1/16 page vertical	1.632	6.25
1/16 page horiz	3.43	2