

**Rate effective February 1, 2017.**



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**Published Thursdays • Circulation 2,000 • Official Newspaper of Kimball County since 1885**

**DISPLAY AD RATES PER COLUMN INCH**

**OPEN LOCAL/NATIONAL DISPLAY AD RATE- \$7.50 per column inch**

<b>2 x 3 or 6 INCH</b>	<b>\$45.00</b>	<b>1/8 PAGE OR 15 INCHES</b>	<b>\$112.50</b>
<b>2 x 4 or 8 INCH</b>	<b>\$60.00</b>	<b>1/4 PAGE OR 30 INCHES</b>	<b>\$225.00</b>
<b>2 x 5 or 10 INCH</b>	<b>\$75.00</b>	<b>1/2 PAGE OR 60 INCHES</b>	<b>\$450.00</b>
<b>2 x 6 or 12 INCH</b>	<b>\$90.00</b>	<b>FULL PAGE OR 120 INCHES</b>	<b>\$900.00</b>

**CLASSIFIED AD RATES**

Cash: \$7.50 – 25 words or less, 25¢ per additional word.

Charge: \$9.50 – 25 words or less; 25¢ per additional word.

Boxed (on Classified Page): \$7.50 per col./inch (3" min.)

**COLOR RATES**

SPOT COLOR \$80.00 PER COLOR

4-COLOR PROCESS \$175.00

**PRE-PRINT INSERTS**

Single 8.5 X 11 inch sheet \$175

\$210-4 page or more tabloid insert.

2,000 inserts required. Must be shipped to:

Sidney Sun-Telegraph the Friday before print date.

**SPECIAL RATES**

Professional and Business Directory-\$10/wk 10 week commitment

Church Directory-\$6/wk

Special Section's and Sponsorships -(Rates will be discounted per each section and sponsorship based on availability)

**CELEBRATION RATES**

Prices for Local Birthdays, Anniversary's, Memorials

Standard size 2x3 \$15.75

\$6.75 per column inch after that

2x4-\$21.75, 2x5-\$27.75

Complementary Local Accouncements NO CHARGE

Birth Announcement, 1st Birthday's, Engagement Announcements, Birthday's- 75th, and up, Anniversaries-50 yrs, and up.

**Thank you Ads:** 2x2-4 inch \$25.00, 2X3-6 inch \$30.00,

2x4-8 inch \$35.00.

**TEAR SHEETS: TEAR SHEETS ARE BASED UPON REQUEST.**

**AD PLACEMENT REQUEST:** We try to honor special position requests when possible. To guarantee placement on a requested page, add 10% to total cost of Display ad.

**SISTER PAPERS:** Duplicate Ads printed in our sister papers: Pine Bluffs Post, and/or Sidney Sun-Telegraph receive a 10% discount. Display ads only

**LEGAL RATES (set by State Law)**

Legal advertising rate is .33 cents per line on 6-column page for the first insertions and .29 cents per line for each subsequent insertion.

**SUBSCRIPTIONS**

in state \$38.00 out of state \$45.00

STUDENT RATE-\$27.00 (August-May)

SENIOR RATE -in state \$34.20

SENIOR RATE-out of state \$40.50

**AD CANCELLATIONS**

Ads ordered but not published, at no fault of the Observer-after deadline has been met, will be charged 75% of the publish rate.

**ERROR OR OMISSION:** The Observer will exercise every precaution to prevent errors or omissions in advertising and legal notices. In the event of an error or omission if notified at once, we will run that portion of the ad that was in error without charge and/or will provide a letter to post correcting error. The Observer will not be liable in excess of the space cost of the portion in error. We will not be liable for errors when a proof is submitted to client, unless errors are plainly marked & submitted by deadline.

**PAYMENT TERMS:** Credit to advertiser must be approved. Payment is due the 10th of the month following billing. A service charge will be added monthly on past due accounts.