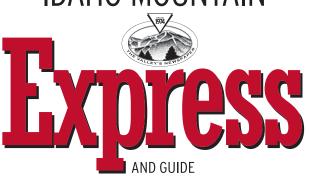
IDAHO MOUNTAIN



THE VALLEY'S NEWSPAPER

Sun Valley, Ketchum, Hailey, Bellevue and Blaine County, Idaho

> Print published Wednesday and Friday

Web updates Monday, Tuesday, Thursday

www.mtexpress.com

RATE CARD

Effective December 1, 2020

#1 Source for local news and information

The Idaho Mountain Express builds its clients' business through the largest engaged and targeted audience in the Sun Valley area in Idaho's award-winning non-daily newspaper.

In print: 22,000 free print copies a week distributed at more than 225 locations in Sun Valley, Ketchum, Hailey, Bellevue, Carey, Fairfield and Stanley. The paid edition reaches hundreds of local and out-of-area subscribers.

On the Web: 122,862 average unique users per month Top states include Idaho, Washington, Oregon, California, Utah, Colorado, New York

Awards

- Best in Nation Local News Coverage 2019, National Newspaper Association
- First Place General Excellence, 2019, National Newspaper Association
- Website General Excellence, Idaho Press Club 2019
- More awards than any other Idaho non-daily newspaper for decades

Market demographics

(U.S. Census, (2015-2019), Data.USA.io (2019), Sun Valley Economic Development (SVED, 2020)

Real Estate

Median home and condo sales price: \$660,000 (SVED, 2020)

Education

Bachelor's degree or higher: 38.2%

Population

Blaine County: 21,994 (the ACS 2018 5-year estimates)

Age

Median Age: 43.2 Age Breakdown:

25% 0 to 19 years

15% 20 to 34 years

13% 35 to 44 years

7% 55 to 64 years

17% 64+

No. Households: 8,190

Total Housing Units: 15,600 (2018: ACS 5-Year Estimates Data Profiles, SVED)

Income

Median Household Income: \$51,968 Annual Household Income: 5% \$100,000 21% \$50,000

74% \$0-\$49,000 (Datausa.io, 2017)

<u>Subscriptions and home</u> <u>delivery rates:</u>

The Wednesday subscriber edition comes with the regular newspaper sections plus the Local Life Section. It includes the New York Times Crossword Puzzle, legal notices, photos of local events, kids' activities and extras.

Blaine County Residents:

Mail & Home Delivery of Weds. paper to addresses within Blaine County + Digital Access to web site and E-edition replica

Mailed Subscription \$50 per year

Home Local Delivery* \$68 per year

Out-of-County Mail:

Mail Delivery of Weds. paper to addresses outside Blaine County+Digital Access to web site and E-edition replica

1 year	\$76
6 months	
3 months	\$44
First Class	

<u>Digital-only Subscription</u> <u>with Website & E-Edition</u> <u>Access:</u>

week	\$4
month	\$15
months	\$35
months	\$45
year	
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* Our Blaine County subscription can be delivered to your front door if your residence is located between Cold Springs and North Fork and/or within Ketchum or Sun Valley city limits and/or Hailey and Bellevue city limits. Other areas may be available on request.

Contact Us:

Idaho Mountain Express P.O. Box 1013 591 First Ave. North Ketchum, ID 83340 208-726-8060 advertising@mtexpress.com

OPEN DISPLAY AD RATES

A price for every budget

TWO-PAGE DOUBLE TRUCK 20.66 "w x 16"d \$3,954.00 color \$3,584.00 bw

FULL PAGE $10.33"w \times 16"d$ \$1,977.00 color \$1,792.00 bw

Valley braces for Monday eclipse

HALF PAGE 10.33"w x 7.875"d \$1,081.00 color

\$896.00 bw







\$144.60 color

\$89.60 bw

 $4.03"w \times 1.875"d$





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2 x 4

\$234.20 color

\$179.20 bw

\$636.60 color \$537.60 bw

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Color Rates

0	-8 column inches\$	55.00
1	2-32 column inches\$	99.00
	6-80 column inches\$1	

Late Charges and Art Charges

Advertisers who order remakes of copy, art, or photos after deadline will be subject to a \$75/hour remake charge. Original artwork produced for an ad will be charged at \$85/hour and will remain the property of this newspaper. Exclusive rights to the artwork may be purchased at three times the total hourly rate charged.

Discount Rates

Combo Pickup Rate: 20% discount from open or contract rates

\$17.92 per column inch for open rate ads. Contract customers receive the discount from their contract rate. This rate applies to insertion in the next consecutive edition, i.e. first insertion Wednesday Edition, second insertion Friday edition, with no copy changes. Ad size may be changed.

Page-ready Ads: 5% discount from open rate

\$21.28 per column inch for open rate ads. Not applicable to contracts. Pageready ads should be submitted in time for pre-flight review by 2 p.m. Mondays or 2 p.m. Wednesdays. Ask your ad rep for a free guide on preparing PDFs.

Dollar Volume Contracts:

Contract	Discount	Rate per inch Min	imum Annual Savings
NONE	0%	\$22.40	\$0
\$2,679	8%	\$20.61	\$233
\$5,300	9%	\$20.38	\$524
\$10,745	10%	\$20.16	\$1,194
\$20,733	11%	\$19.94	\$2,563
\$40,535	13%		\$6,057
\$59,405	15%	\$19.04	\$10,483
		\$18.37	

Photo Service Rates

Photo Session	.\$70/hr
Print/CD	. \$17.00

Pre-Printed Insert Rates:

Newspaper dimensions are 8¼" x 10½". Inserts must fit inside. Deadline for insertion is one week in advance of publication, shipped to our press: Idaho Press Tribune, 1618 N. Midland Blvd, Nampa (Attn. Idaho Mountain Express), Idaho 83652; (208) 465-8191. Quarter folding charge is \$24 per thousand. Zoned insertion available by city. Insert rates apply only to individual retail firms. Multiple advertiser preprints not accepted.

Full Run of In-County Newspapers:

Full Run In-County & Out-of-Area

This rate is for pieces prepared as supplements to the newspaper, on newsprint. Includes all in-county circulation and out-of-area subscribers. Rates for supplements on heavier paper stock on request.

Tab Pages

4-page	9.49 cents ea. Net
	18.90 cents ea.
12-page	25.50 cents ea.
Contract rates	upon request

Combo Rate

Insert & Web Ad\$1,143

Fully cover the Wood River Valley with a comprehensive one-page Newspaper Insert (pre-printed Vendor inserts only) and a one-month, front-page banner Internet Ad on our website.

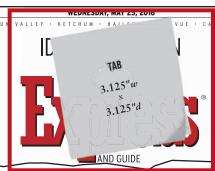
PREMIUM ADVERTISING

These are in super-prime locations in the print newspaper.



Ketchum mulls next move on city hall

Memorial Day events scheduled in valley





IDAHO MOUNTAIN Volunteers help fix up Pioneer Cabin Draft plan



Camas residents decry draft zoning plan

STRIP

5X11/2

 $10.33"w \times 1.5"d$

released for new wilderness areas Few changes proposed in management By GREG MOORE

The Wilderness Ac also allows fo

\$752.00



 $10.33"w \times 1.5"d$

5X11/2

Tabs

(Front Page Sticky Note Ad)

Friday	\$1,099
Wednesday	\$1,499
Wednesday & Friday	

Ask your ad exec for deadlines and packages that include inside ads and web ads. One per edition.

Strip Ads

Contract rates do not apply.

(Ask your ad executive to schedule dates)

Front Page Main News: \$752 Front Page Arts & Events: \$595

Wednesday & Friday Combo: \$1,354 (News front page only)



STRIP

5X3

Regular $10.33"w \times 2.875"d$ rates apply



Placement

Exclusive:

- 1/2 page or above only
- Page 2 or the back page of any section
- No shared advertising on page
- Additional 30%

Exclusive Page 3

- Special size as shown
- No shared advertising on page
- Additional 30%

Preferred:

- 1/4 page, (3x8 or above only)
- Pages 4,5,6,7
- Shared advertising on page
- \$100 Flat Fee

CLASSIFIED RATES

Free Classifieds (Wednesdays Only)

Any personal item for sale with a listed price of less than \$1,000. All ads must include the quantity of the items for sale and the individual price of each item.

Paid Classifieds Categories

Any item(s) selling for \$1,000 or more, for sale with no listed price or quantity, or any item sold by a business, regardless of price AND Paid Categories Include: Properties for Sale, Properties for Rent, Contractors, Services, Help Wanted, Yard Sales, Paid Classes, Too Unique to Classify, Public Notices, Pets for Sale and Firewood or Hay for Sale.

Categories on the Internet

All categories are on the Internet.

Classified Packages:

PACKAGE	RATE	NO. OF ISSUES	INCLUDES
SUPER DEAL*	\$47.60**	2 consecutive issues	Consecutive Wed and Fri paper + unlimited online text and 6 photos
BEST DEAL*	\$42.20**	2 consecutive issues	Consecutive Wed and Fri paper + free online ad with 2 photos
SINGLE NEWSPAPER*	\$33.50**	1 issue	Single newspaper + free on- line ad with 2 photos
MINI AD	\$14.50**	1 issue	Any newspaper issue(s), text only 2 line ad + free online ad with 2 photos
SUPER DEAL YARD SALE*	\$51.60**	2 consecutive issues	Consecutive Wed and Fri pa- per + unlimited online text and 6 photos + yard sale kit
BEST DEAL YARD SALE*	\$46.40**	2 consecutive issues	Consecutive Wed and Fri paper + free online ad with 2 photos + yard sale kit
SINGLE NEWSPAPER YARD SALE*	\$37.50**	1 issue	Weds or Fri paper + free online ad with 2 photos + yard sale kit

^{*} Minimum charge is 8 lines or 1" per issue. Additional lines at same rate.

Rates effective Dec. 1, 2020

Add-ons

EMBELLISHMENT	RATE	INCLUDES
BORDER or COLOR BACKGROUND	\$6 PER ORDER	Border or color background in print and online
SPECIAL TYPOGRAPHY	\$23 WEDNESDAY OR \$30 FOR WEDNESDAY AND FRIDAY	All caps, bullet points, italics, special font or special font size
IMAGES / PHOTOS / LOGOS	LINE RATE OF PACKAGE	Black and white image in print and color (if requested) image online

^{**} Ledger Accounts add \$1 to each rate

PAYMENT/CREDIT AND OTHER POLICIES

Agency Ad Placement

Ads placed by an agent receiving a commission will be charged at \$24.50 per column inch. Agent's commission of 15% may be deducted from this rate only. Two percent discount if paid within 10 days of billing.

Political & Advocacy Ads

All political advertisements or advocacy ads must be paid in advance upon order. Any advertisement advocating the election or defeat of a candidate or measure must contain the name of the person paying for the advertisement, OR the name of the treasurer of a group and the name of a group paying for the advertisement. The information must appear at the center top or center bottom of the advertisement in type of at least 10 points in size.

Such ads must not be designed in any way to appear similar to news items contained in the Idaho Mountain Express.

The newspaper will keep a record that is available to the public that contains the following information: 1) The name and address of the individual, or treasurer and group that paid for the advertisement and 2) the amount paid.

Advertising Deadlines

Ad Space ReservationsTuesday & Friday at 1 p.m.

Advertising Cancellation Policy

Advertiser is liable for full-cost of their ad if cancelled after 1 p.m. on Monday and Wednesday, preceeding the Friday edition.

Right to Refuse

The Idaho Mountain Express has the right to refuse to publish advertising material, including, but not limited to, material that the Seller determines to be libelous, obscene or deceptive.

Credit Policy

New accounts must pay in advance for 6 weeks of advertising. A credit application must be completed and approved before a credit account will be opened. Credit cards are also accepted.

Payment Policy

All accounts are due and payable by the 15th of the month. A finance charge of 1.66% per month will be applied to all accounts which are past due. (This is an annual rate of 20%).

Errors

The *Idaho Mountain Express* liability for error shall not exceed that portion of the space occupied by the copy in error. In no case will the *Express* assume any liability for loss resulting from selling merchandise at a lower price published in error.

EXPRESS PUBLISHING, INC.

P.O. Box 1013 591 First Ave. North Ketchum, ID 83340

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