



# MECHANICALS



## Column Widths :

Columns.....	Inches.....	Picas
1 Column.....	1 13/16.....	11
2 Columns.....	3 13/16.....	24
3 Columns.....	5 13/16.....	35
4 Columns.....	7 13/16.....	47
5 Columns.....	9 13/16.....	59

**This is ONE  
column inch  
1 13/16" x 1"**

- One column inch equals 1 13/16" x 1"
- Page Size: 5 columns. X 16 inches
- 80 columns inches per page
- 75 line screen
- Ads that exceed 14 inches in depth will be -billed for the full, 16-inch depth of the page
- Advertising that stretches across the double-truck gutter will be charged for an additional 1/2 column
- Minimum ad size: 1 column inch ( 1 13/16 x 1") After that ads may be sold in one half inch increments

## Advertising Rates

**Open Rate**-\$6.05 per column inch(net)

**Non-Profit**-15% discount (\$5.15 pci)

•**Frequency and size discounts available**

- 8 weeks-\$5 pci
- 14 or more weeks \$4.15 pci
- size discounts available

•**Classifieds**- 20¢ per word, \$3 minimum (placed in both papers)

- Cards of Thanks \$4.50
- Boxes and Shading are 50¢ extra

•**Available Color** \$1.50 pci. (minimum \$65)

•**Inserts**- \$50 Boomerang; \$100 LatahEagle (pre-printed and folded to fit)

•**Legal Notices**- 84¢ per line ( first insertion), discounts with multiple inserts 8 point type

•**Mechanical Measurements**

- Page width is 5 columns
- Page depth is 16 inches

•**Deadline:** Mondays at 5pm

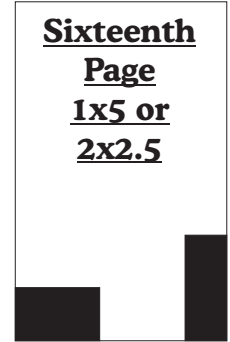
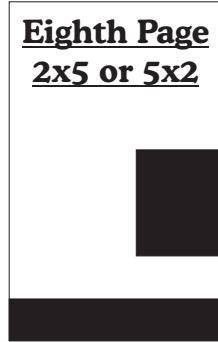
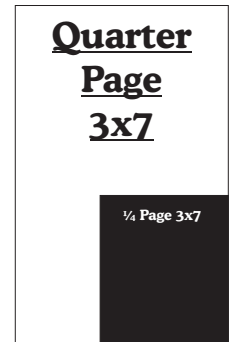
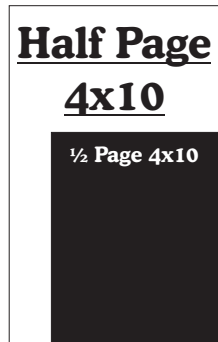
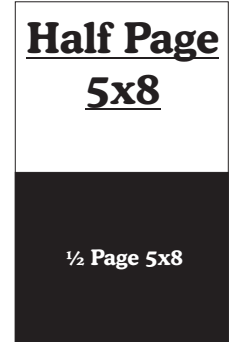
•**Postion:** Guaranteed (we attempt placement where requested)

•**Tearsheets Available Upon Request**

•**Subscriptions:** - \$29.00 per year in Latah County

\$35.00 a year out of area

2 years \$52.00 in county - \$64.00 out of county



**Contact:**

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