

The Boomerang!

Distribution area: Palouse, Garfield,
Oakesdale and Farmington, Washington (Whitman County)

Open rate - \$6.15 pci (net)
Non-profit - 15% discount (\$5.22 pci)

Frequency and size discounts available

4-8 weeks - \$5 48" - \$4.90 pci 72" - \$4.62 pci
8 or more wks - \$4.25 144" - \$4.25 pci

Pickup rate from LatahEagle - 1/2 price

Classifieds - 22¢ per word, \$3.50 minimum (placed in both papers)
Free to subscribers (no free business ads) -- Cards of Thanks \$4.50

Service directory (1x2) \$7.50 per issue (one month minimum placement)

Special Sections (automatic placement in both papers) - \$8.65 pci

Available Color \$65 -- **FULL COLOR** \$200

Inserts - \$55 Boomerang - \$110 for LatahEagle

Legal notices - Call for rate

ONLINE adv - \$100/mo one site, \$150/mo both sites (banner ads)
Svc dir online: \$10/month (free if it runs in print edition)

Mechanical measurements

Page width is 5 columns (2 inch wide columns)
Page depth is 16 inches
One column - 11 picas (1 pica gutters)

Deadline: Monday noon prior to first and third Thursday of ea. month

Position: Not guaranteed (we attempt placement where requested)

Tearsheets provided on request (tearsheets for Classifieds - \$1 ea.)

Subscriptions:

\$21 per year in Whitman County; \$27 a year out of area
2 years \$39 in county; \$52 out of county
Circulation (7/2007) - 900 - Palouse, Garfield, Farmington
and Oakesdale, Washington (Whitman County)

Contact: Lori Smith, Advertising

(208) 882-0666 or 1-888-831-6753 -- Fax (208) 882-0130

E-mail: advertising@lataheagle.com

updated 4/2008



LatahEagle

Chronicle the proud heritage of Latah County

Distribution area: All of Latah County, Idaho
(official newspaper for Kendrick, Juliaetta, Deary, Bovill and Potlatch)

Open rate - \$6.15 pci (net)
Non-profit - 15% discount (\$5.22 pci)

Frequency and size discounts available

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Mechanical measurements

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Page depth is 16 inches
One column - 11 picas (1 pica gutters)

Deadline: Mondays at noon

Position: Not guaranteed (we attempt placement where requested)

Tearsheets provided on request (tearsheets for Classifieds - \$1 ea.)

Subscriptions:

\$29 per year in Latah County; \$35 a year out of area
2 years \$52 in county; \$64 out of county
Circulation (7/2007) - 1800 - covering news in all of Latah County

Contact: Lori Smith, Advertising

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Rate Card