



RATE CARD

2016

Rev. 1/1/2016 Publish every Thursday
Ad Deadline: Friday noon

Sanpete Messenger (The Voice of Sanpete County's since 1893)

35 South Main • Manti, Utah 84642 Ph: (435) 835-4241
Fax: (435) 835-1493

Publisher: Suzanne Dean - Ad manager: Lloyd Call (ads@sanpetemessenger.com)

Send display ads electronically to: ads@sanpetemessenger.com

1. Newspaper **SIZE**: 6 col. (11" wide) x 20" high broadsheet, columns are 1.7" wide
1 col: 1.7" 2 col: 3.5" 3 col: 5.4" 4 col: 7.3" 5 col: 9.2" 6 col: 11"
2. Best **FORMAT** for ads is Adobe Acrobat (PDF).
3. **PICTURES** should be at least 200 dots per inch, TIFF or JPG format.

Display (Boxed) Rates

Physical size of ads: Columns are 1.7" wide
\$8.00 per column inch..... Full color: add \$1/column inch

Common ad sizes are:	B&W	Full Color
2x5 (10")	\$80.00	\$90.00
1/8 Page (15")	\$120.00	\$135.00
1/4 Page (30")	\$240.00	\$270.00
1/2 Page (60")	\$480.00	\$540.00
Full Page (120")	\$960.00	\$1080.00

VOLUME DISCOUNTS:

- 5% discount for 3-month contract*
- 10% discount for 6-month contract*
- 25% discount for 12-month contract*

*Minimum of 15 column inches to qualify for discounts

Classifieds

Minimum: \$7.50/wk (25 words)
FREE classifieds for FREE
stuff (real estate, yard sales
excluded). Specials on for sale
items (call for details)

Service Directory

2x2 ad:
\$65/mo. on month-by-month basis
\$55/mo. on 3-month contract
\$50/mo. on 6-month contract
\$45/mo. on 12-month contract

School, Sports Sponsorships

We have special sponsorships for Sanpete education supporters on our weekly school and college pages, on yearly contracts.

Inserts

Town	Zip	Subscribers (In-home)	Counter copies	Total
Axtell	84624	15	0	15
Centerfield	84622	60	45	105
Chester	84623	10	0	10
Ephraim	84627	360	220	580
Fairview	84629	115	25	140
Fayette	84630	15	0	15
Ftn. Green	84632	55	30	85
Gunnison	84634	110	85	195
Manti	84642	360	90	450
Mayfield	84643	45	10	55
Moroni	84646	85	50	135
Mt. Pleasant	84647	190	140	330
Spring City	84662	90	30	120
Sterling	84665	35	10	45
Wales	84667	20	0	20
TOTAL:		1565	735	2300
@ 7¢ per insert:				\$161.00

Reservation Date: At least 3 weeks prior to insertion
Delivered at least one week prior to insertion date to:

Sanpete News, 35 S. Main, Manti, UT 84642

Rate based on weight (.2 oz.) Heavier Inserts bid on weight basis, call for bid.

Special Supplements

Sanpete Messenger special sections include Home & Garden (Spring), Scandinavian Heritage Festival (May), Mormon Miracle Pageant (June) and Celebrating the Season (Black Friday) edition in November. All of these publications have extended circulation and coverage. We also publish high school sports and graduation boosters, and a section promoting Boy and Girl Scouts. Call 835-4241 for details.

Comprehensive Rate Matrix - One Newspaper
B&W \$8.00 per column-inch (column * inches)

	1 Column (1.6 inches)	2 Columns (3.5 inches)	3 Columns (5.3 inches)	4 Columns (7.1 inches)	5 Columns (9 inches)	6 Columns (10.8 inches)
Inches						
1	\$8.00	\$16.00	\$24.00	\$32.00	\$40.00	\$48.00
2	\$16.00	\$32.00	\$48.00	\$64.00	\$80.00	\$96.00
3	\$24.00	\$48.00	\$72.00	\$96.00	\$120.00	\$144.00
4	\$32.00	\$64.00	\$96.00	\$128.00	\$160.00	\$192.00
5	\$40.00	\$80.00	\$120.00	\$160.00	\$200.00	\$240.00
6	\$48.00	\$96.00	\$144.00	\$192.00	\$240.00	\$288.00
7	\$56.00	\$112.00	\$168.00	\$224.00	\$280.00	\$336.00
8	\$64.00	\$128.00	\$192.00	\$256.00	\$320.00	\$384.00
9	\$72.00	\$144.00	\$216.00	\$288.00	\$360.00	\$432.00
10	\$80.00	\$160.00	\$240.00	\$320.00	\$400.00	\$480.00
11	\$88.00	\$176.00	\$264.00	\$352.00	\$440.00	\$528.00
12	\$96.00	\$192.00	\$288.00	\$384.00	\$480.00	\$576.00
13	\$104.00	\$208.00	\$312.00	\$416.00	\$520.00	\$624.00
14	\$112.00	\$224.00	\$336.00	\$448.00	\$560.00	\$672.00
15	\$120.00	\$240.00	\$360.00	\$480.00	\$600.00	\$720.00
16	\$128.00	\$256.00	\$384.00	\$512.00	\$640.00	\$768.00
17	\$136.00	\$272.00	\$408.00	\$544.00	\$680.00	\$816.00
18	\$144.00	\$288.00	\$432.00	\$576.00	\$720.00	\$864.00
19	\$152.00	\$304.00	\$456.00	\$608.00	\$760.00	\$912.00
20	\$160.00	\$320.00	\$480.00	\$640.00	\$800.00	\$960.00

Comprehensive Rate Matrix - One Newspaper
Color \$9.00 per column-inch (column * inches)

	1 Column (1.6 inches)	2 Columns (3.5 inches)	3 Columns (5.3 inches)	4 Columns (7.1 inches)	5 Columns (9 inches)	6 Columns (10.8 inches)
Inches						
1	\$9.00	\$18.00	\$27.00	\$36.00	\$45.00	\$54.00
2	\$18.00	\$36.00	\$54.00	\$72.00	\$90.00	\$108.00
3	\$27.00	\$54.00	\$81.00	\$108.00	\$135.00	\$162.00
4	\$36.00	\$72.00	\$108.00	\$144.00	\$180.00	\$216.00
5	\$45.00	\$90.00	\$135.00	\$180.00	\$225.00	\$270.00
6	\$54.00	\$108.00	\$162.00	\$216.00	\$270.00	\$324.00
7	\$63.00	\$126.00	\$189.00	\$252.00	\$315.00	\$378.00
8	\$72.00	\$144.00	\$216.00	\$288.00	\$360.00	\$432.00
9	\$81.00	\$162.00	\$243.00	\$324.00	\$405.00	\$486.00
10	\$90.00	\$180.00	\$270.00	\$360.00	\$450.00	\$540.00
11	\$99.00	\$198.00	\$297.00	\$396.00	\$495.00	\$594.00
12	\$108.00	\$216.00	\$324.00	\$432.00	\$540.00	\$648.00
13	\$117.00	\$234.00	\$351.00	\$468.00	\$585.00	\$702.00
14	\$126.00	\$252.00	\$378.00	\$504.00	\$630.00	\$756.00
15	\$135.00	\$270.00	\$405.00	\$540.00	\$675.00	\$810.00
16	\$144.00	\$288.00	\$432.00	\$576.00	\$720.00	\$864.00
17	\$153.00	\$306.00	\$459.00	\$612.00	\$765.00	\$918.00
18	\$162.00	\$324.00	\$486.00	\$648.00	\$810.00	\$972.00
19	\$171.00	\$342.00	\$513.00	\$684.00	\$855.00	\$1,026.00
20	\$180.00	\$360.00	\$540.00	\$720.00	\$900.00	\$1,080.00