



Rate Sheet

Advertising

Advertising rates are based on a per column inch basis. Each column is approximately 1-13/16 inches wide.

Example: 2 column x 2 inch ad is 3.431 inches wide by 2 inches tall.

Retail Display Rate

Open rate per column inch.....11.95 / One Paper

Open rate per column inch.....\$23.95 / All Papers

Business Directory

A business directory ad is a 1 column x 2 inch ad for only \$40 per month/per paper for a minimum of 4 weeks. 2 column by 2 inch business directory ad is \$80 per month.

Annual Monthly Rate Schedule

Yearly	Total Monthly	Rate
300 inches	Min. 12 inches Per Month	\$23.95
600 inches	Min. 25 inches Per Month	\$22.95
1000 inches	Min. 50 inches Per Month	\$21.95
1500 inches	Min. 75 inches Per Month	\$20.95
2000 inches	Min. 100 inches Per Month	\$19.95
3000 inches	Min. 150 inches Per Month	\$18.95
4000 inches	Min. 200 inches Per Month	\$17.95
6500 inches	Min. 500 inches Per Month	\$16.95

Classified Ad Rates

Classified ads are 1 column by 1 inch for \$11.95 per week.

National Classified Ad Display Rate

\$23.95 per column inch for all 5 editions.

Color Printing

Add one color (i.e. blue) for a flat rate of \$125 or add two colors (i.e. blue and red) for \$250. Full color \$375.

Fictitious Business Name Statements

Your business must file a Fictitious Business Name Statement every five years. New businesses and re-filing is \$55 (Merced County) and \$64 (Stanislaus County) for the required four weeks of publication. Four owners' names or more, add \$5.00 per name.

Wills / Deaths / Summons / Notice of Petition English only.....\$150 ea.
 Printing both English & Spanish add\$25

Name Change (Show Cause)

Merced County \$100, Stanislaus County \$175

Alcoholic Beverage License

One time.....\$25
 Three times\$59
 Number of times required to run is slated on form.

Card of Thanks

A 2 column by 2.5 inch ad for \$25 per paper. One time only.

Inserts*

Print and circulate a flyer 8.5 x 11 inches, one side, black on white. 20 lb bond.*11.9¢ ea. (10 working days prior to insertion required)
 Circulate preprinted inserts.*7.9¢ ea.
 *Plus postal weight charge. Additional 3¢ per insert if folding is required. Payment must be made with order.

Circulation in Stanislaus County

Waterford News - Distribution 6,700; serves the cities of Waterford, Hickman, La Grange and surrounding rural areas.
 Hughson Chronicle & Denair Dispatch - Distribution 7,500; serves the combined cities of Hughson and Denair and surrounding rural areas.

Circulation in Merced County

Merced County Times - Distribution 5,600; serves the greater Merced area including Los Banos, Dos Palos, Mariposa, Chowchilla, Le Grand and Planada.
 Atwater-Winton Times - Distribution 6,400; serves the Atwater and Livingston area as well as Winton, Cressey, and surrounding rural areas.
 Hilmar Times - Distribution 5,000; serves the cities of Hilmar and Stevenson.

Total Distribution - 31,200 copies