

Shasta Lake **BULLETIN**

P.O. Box 8025
4138 Ashby Court
Shasta Lake, CA 96019

TELEPHONE NUMBERS:
Bulletin Message 530.275.1716
Bulletin Fax 530.645.1776

Advertising Rate Card - January 1, 2011

DISPLAY OPEN RATE (Commissionable) Per Inch.....	\$6.90
1-14 Inches Per Month (Non Commissionable Monthly Earned Rate).....	\$4.75
15-39 Inches Per Month.....	\$4.00
40-119 Inches Per Month.....	\$3.75
120-249 Inches Per Month.....	\$3.50
250-374 Inches Per Month.....	\$3.25
375-499 Inches Per Month.....	\$2.75
500 Inches Or More Per Month.....	\$2.25

COLOR RATES: \$65.00 additional.

ADVERTISING DEADLINE: Friday, 4 p.m. Print Tuesdays. Published Wednesdays.

MECHANICAL MEASUREMENTS: Printing method is by offset. Advertising prepared by photocomposition. STANDARD ADVERTISING UNIT (SAU) 6 columns by 21 inches. Full Page Measures 11.65 inches wide by 21 inches deep (tall).

INSERTS, CIRCULARS, FLYERS: Preprinted inserts are based on size and weight, prices begin at \$45.00 for 8.5 x 11 inch single sheet.

HISTORY: The Bulletin was established in July 1993 and serves the city of Shasta Lake and surrounding communities in northeastern California. Subscription rates: Annual \$25 in Shasta and Siskiyou counties, \$30 elsewhere. Single copy 46 cents (Sales tax charged on single copy price only).

CLASSIFIED DISPLAY RATES: (Page Size 8 columns (8 picas) by 21.5 inches)
Ads appear in the classified section of both the Shasta Lake Bulletin and The Intermountain News

1-36 Inches Per Month.....	\$5.90
37-79 Inches Per Month.....	\$4.80
80-199 Inches Per Month.....	\$3.90
200-399 Inches Per Month.....	\$3.10
400 Or More Inches Per Month.....	\$2.75

P.O. Box 8025, 4138 Ashby Court, Shasta Lake, CA 96019
Phone (530) 275-1716 • Fax (530) 645-1776
Website: www.shastalake.ws • Email: slb@shasta.com