

FREE PRESS
PUBLISHING INC

CHENEY FREE PRESS
DAVENPORT TIMES
FAIRCHILD FLYER
RITZVILLE ADAMS COUNTY JOURNAL
SPOKANE VALLEY NEWS HERALD
WEST PLAINS EXTRA

***Community newspapers...
pillars in small towns***

CHENEY FREE PRESS
P.O. Box 218
1616 W. First Street
Cheney, WA 99004
509-235-6184 • FAX 509-235-2887

DAVENPORT TIMES
P.O. Box 66
1150 Morgan Street
Davenport, WA 99122
509-725-0101 • FAX 509-725-0009

RITZVILLE ADAMS COUNTY JOURNAL
216 W. Railroad Avenue
Ritzville, WA 99169
509-659-1020 • FAX 509-659-0842

SPOKANE VALLEY NEWS HERALD
2312 N. Cherry St. Suite 300
Spokane Valley, WA 99212
509-924-2440 • FAX 509-927-1154

www.cheneyfreepress.com

RETAIL ADVERTISING RATES
Effective April 2, 2018

Retail Display Advertising Rates

ONE PAPER BUY

Open Rate **\$12⁰⁰*** per column inch

Monthly Earned Rates

Available for Scheduled Advertising

At least 60" per month	\$9.00
At least 120" per month/*	\$8.00
ROP Color	\$75.00
Process Color	\$175.00

Minimum ad size 2". Ads billed to the 1/2 inch!!!

TWO PAPER BUY

Open Rate **\$17⁰⁰*** per column inch

Monthly Earned Rates

Available for Scheduled Advertising

At least 60" per month	\$13.00
At least 120" per month	\$12.00
ROP Color	\$125.00
Process Color	\$300.00

THREE PAPER BUY

Open Rate **\$21⁰⁰*** per column inch

Monthly Earned Rates

At least 60" per month	\$16.00
At least 120" per month	\$15.25
ROP Color	\$175.00
Process Color	\$450.00

FOUR PAPER BUY

Open Rate **\$23⁰⁰*** per column inch

Monthly Earned Rates

At least 60" per month	\$18.00
At least 120" per month	\$16.00
ROP Color	\$175.00
Process Color	\$450.00

THE COMBO BUY - All of our Weeklies -

Open Rate **\$25⁰⁰*** per column inch

Monthly Earned Rates

At least 60" per month	\$20.00
At least 120" per month	\$18.00
ROP Color	\$225.00
Process Color	\$600.00

FREE PRESS PUBLISHING

All rates per column inch effective April 2, 2018

FRONT PAGE BANNER AD

PROCESS COLOR

6 COLUMNS BY 2 INCHES

\$250 PER WEEK

MECHANICAL REQUIREMENTS

ROP Column Widths

1C	1.5625"	9.375p
2C	3.25"	19.5p
3C	4.9375"	29.625p
4C	6.625"	39.75p
5C	8.3125"	49.875p
6C	10"	60p

ROP Column Height

20.75 Inches

ADVERTISING DEADLINES

Ad deadlines for all publications will be on Monday at noon for the running week of the advertisement.

However, the West Plains Extra will be Thursdays at noon the week before the ad runs.

*Check with sales rep about holiday changes.

BUSINESS BUILDER

Run the same ad* (**NO CHANGES**)

4 consecutive weeks and receive

20% OFF each week!

*Minimum ad size 10 column inches

DISTRIBUTION 33,441

Cheney Free Press.....	3,512
West Plains Extra	15,013
Davenport Times	2,200
Fairchild Flyer	5,500
Ritzville Adams County Journal	2,200
Spokane Valley News Herald	5,016

All Rates Net

**EARN A 25% DISCOUNT ON
ANY SIZE AD THAT RUNS
13 CONSECUTIVE WEEKS**

Web Advertising

- **Square ads: 300 pixels x 250 pixels**
Appears on the right column of our home page.
- **Large horizontal ads: 728 pixels x 90 pixels**
This will appear at the top of every article.
- **Small horizontal ads: 260 pixels x 90 pixels**
This ad is displayed at the top right of the home page.
- **Home page splash ads: 550 pixels x 480 pixels**
Opens when you first visit www.cheneyfreepress.com

*web ad sizes shown are dependent on screen size and dpi

<p>\$50 per month</p> <p>Small Horiz. Ad 260 x 90</p>	<p>\$100 per month</p> <p>Square Ad 300 x 250</p>
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<p>Large Horizontal Ad 728 x 90</p> <p>\$100 per month</p>

Spend \$1000 in print advertising per month to earn a \$100 web ad

<p>\$200 per month</p> <p>Home Page Splash Ad 550 x 480</p>

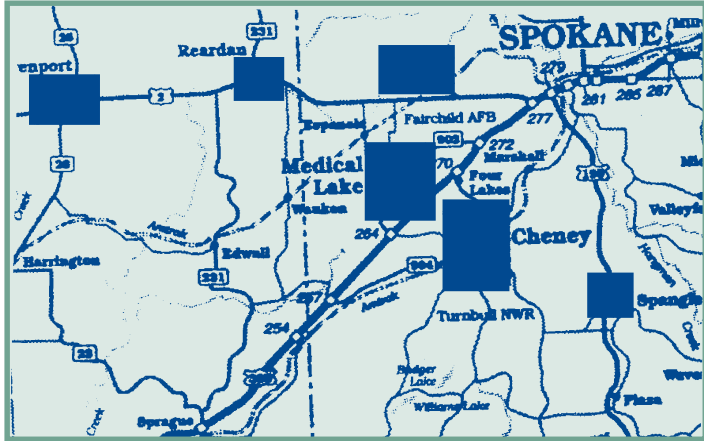
*If the home page splash ad is activated, it is the only image that is displayed. You have to click out of the ad to view the home page. It is typically reserved for special events or announcements.

Direct Mail Pre-Printed Inserts

THE CHENEY FREE PRESS, FAIRCHILD FLYER, DAVENPORT TIMES, RITZVILLE ADAMS COUNTY JOURNAL and SPOKANE VALLEY NEWS HERALD are paid circulation community newspapers mailed weekly to subscribers all over Spokane and Lincoln Counties. These publications reach over **17,000** homes every week!

The WEST PLAINS EXTRA is mailed FREE to every mailbox in Airway Heights, Cheney, Medical Lake, Marshall, Four Lakes, Sprague, Edwall, Rosalia, Spangle, St. John, Malden reaching over **16,000** addresses with your advertisements.

FAIRCHILD FLYER is the only paper delivered by mail to every address and put on racks throughout Fairchild AFB. This paper is also distributed to businesses and shops on base, and various locations throughout Spokane County.



PRE-PRINT DEADLINES

Inserts must arrive by Monday, 5 PM for insertion in the Cheney Free Press, Davenport Times, Fairchild Flyer, Ritzville Adams County Journal and Spokane Valley News Herald. Inserts must arrive by Thursday, 5 PM for insertion in the West Plains EXTRA. Contract rates available upon request.

*Single sheet inserts must be folded

7" x 11" to 8 Page Tab	\$75/1,000
12-24 Page Tab	\$85/1,000
Hand Inserting	\$25/1,000

EXAMPLE SIZES - OTHER SIZES AVAILABLE

2 Col. x 2"

Weekly Prices		13 Weeks	
1 Paper.....	\$48.00	1 Paper.....	\$36.00
2 Papers.....	\$68.00	2 Papers.....	\$51.00
3 Papers.....	\$84.00	3 Papers.....	\$63.00
4 Papers.....	\$92.00	4 Papers.....	\$69.00
Combo.....	\$100.00	Combo.....	\$75.00

2 Col. x 5"

Weekly Prices	
1 Paper.....	*\$120.00
2 Papers.....	\$170.00
3 Papers.....	\$210.00
4 Papers.....	\$230.00
Combo.....	\$250.00

***Ask about the business builder**

1 Paper.....	\$96.00
2 Papers.....	\$136.00
3 Papers.....	\$168.00
4 Papers.....	\$184.00
Combo.....	\$200.00

Quarter Page

3 Col. x 10"

Weekly Prices	
1 Paper.....	\$360.00
2 Papers.....	\$510.00
3 Papers.....	\$630.00
4 Papers.....	\$690.00
Combo.....	\$750.00

Twice per Month

1 Paper.....	\$270.00 ea
2 Papers.....	\$390.00 ea
3 Papers.....	\$480.00 ea
4 Papers.....	\$540.00 ea
Combo.....	\$600.00 ea

3 Col. x 5"

Weekly Prices	
1 Paper.....	\$180.00
2 Papers.....	\$255.00
3 Papers.....	\$315.00
4 Papers.....	\$345.00
Combo.....	\$375.00

Business Builder

1 Paper.....	\$144.00
2 Papers.....	\$204.00
3 Papers.....	\$252.00
4 Papers.....	\$276.00
Combo.....	\$300.00

1 Col. x 4"

Weekly Prices	
1 Paper.....	\$48.00
2 Papers.....	\$68.00
3 Papers.....	\$84.00
4 Papers.....	\$92.00
Combo.....	\$100.00

13 Weeks

1 Paper.....	\$36.00
2 Papers.....	\$51.00
3 Papers.....	\$63.00
4 Papers.....	\$69.00
Combo.....	\$75.00

1 Col. x 3"

Weekly Prices	
1 Paper.....	\$36.00
2 Papers.....	\$51.00
3 Papers.....	\$63.00
4 Papers.....	\$69.00
Combo.....	\$75.00

13 Weeks

1 Paper.....	\$27.00
2 Papers.....	\$38.25
3 Papers.....	\$47.25
Papers.....	\$51.75
Combo.....	\$56.25