

## QUALITY COMMUNITY NEWSPAPERS . . . .

The residents of Wasatch County and Summit County depend on local community newspapers to keep them abreast of local news, events and shopping information. Our combination rates make it easy to buy the advertising coverage you need at a discounted rate, with the convenience of one order.

Wasatch County has one of the largest percentages of growth both in business revenue and residential in the entire state.

### OFFICE HOURS

#### Wave Office

Monday thru Friday 8:00 a.m. - 5:00 p.m.  
165 South 100 West • Heber City, Utah 84032  
Telephone: (435) 654-1471 • Fax: (435) 654-5085

Subscription Rate: \$30.00 (in Wasatch county)  
\$40.00 (out-of-county)  
\$20.00 (Senior Citizen; in-county only)  
\$35.00 for Online Subscription  
E-mail Address: editor@wasatchwave.com  
waveads@wasatchwave.com  
classifieds@wasatchwave.com

#### News Office

Monday thru Friday 9:00 a.m. - 3:00 p.m.  
17 South Main/P.O. Box 7 • Coalville, UT 84017  
Subscription Rate: \$20.00 (in Summit county)  
\$30.00 (out-of-county)  
\$15.00 (Senior Citizen; in-county only)

E-mail Address: scbee@allwest.net  
waveads@wasatchwave.com  
classifieds@wasatchwave.com

### CLASSIFIED ADVERTISING RATES

Classified section is published in an eight (8) column format.

1 week (20 words or less) . . . . . \$8.00  
each additional word . . . . . 25¢  
Consecutive Weeks . . . . . \$7.00  
Classified Display Ad . . . . . \$12.75  
per column inch  
Picture Classified . . . . . \$13.90

### COLOR CHARGES

Color by the inch . . . . . \$3.00 + col. in. rate.  
Four Color Process . . . . . \$150.00  
*Special Rates for Contract Clients*

### ROP DISPLAY ADVERTISING RATES

Publication	Quoted in column inches					
	Open	3wks	6wks	12wks	26wks	52wks
Wasatch Wave (circ. 4,200) . . . . .	\$ 9.46	9.18	8.91	8.62	8.37	8.12
Summit County News (circ. 1,600) . . . . .	\$ 7.45	7.23	7.02	6.78	6.59	6.39
Extra (3rd class ad circular) (circ. 5,300) . . . . .	\$ 2.00 + earned discount rate or if Extra only, same rate as Wave					
Wave & News Combo (circ. 5,800) . . . . .	\$ 12.70	12.00	11.63	11.29	10.96	10.61
Wave, News & Extra Combo (circ. 11,100) . . . . .	\$ 15.29	14.43	14.03	13.61	13.20	12.79

Column Widths		Classifieds	
W/B/E	6 col. format	8 col. format	
1 Column. . . . .	1.833 in	1 Column. . . . .	1.306 in
2 Columns. . . . .	3.792 in	2 Columns. . . . .	2.778 in
3 Columns. . . . .	5.75 in	3 Columns. . . . .	4.25 in
4 Columns. . . . .	7.708 in	4 Columns. . . . .	5.736 in
5 Columns. . . . .	9.667 in	5 Columns. . . . .	7.208 in
6 Columns. . . . .	11.625 in	6 Columns. . . . .	8.681 in
		7 Columns. . . . .	10.153 in
		8 Columns. . . . .	11.625 in

Page 21.5 inches in depth

### PLACEMENT

The rates stated are for run-of-press (ROP) positions. To guarantee specific section/pg placement, there is 15% premium (depending on availability).

### FLYER INSERTS

Flyers are inserted in the Wasatch Wave/Summit County News and through 3rd class mail. Other distributions and prices available on request.  
Total Wasatch County 9,500 . . . . . \$390.00  
Total Coverage 11,100 . . . . . \$490.00  
(Price includes layout, printing and distribution by Wave Publishing, for 8 1/2" x 11" flyer, black ink on 20# bond, in-house stock.) \$100.00 for back side. Colored ink is available at minimal charge. Full color flyers are also available - Please call for more information.

### PRE-PRINTED INSERT RATES

Bundle box or pallet delivered five days prior to insertion.  
Wave or News only . . . . . 7.0¢ ea.\*  
Full Run (11,100) . . . . . 6.5¢ ea.\*

\*Based on advertising price with a maximum weight of .8oz. For advertising prices in excess of .8oz./piece contact Wave Publishing for rates.  
DEADLINE: WEDNESDAY NOON

### STATEWIDE CLASSIFIED ADVERTISING

Your ad is placed in 47 newspapers statewide, per issue for \$163.00 for 25 words or less. Additional words are \$5 each. Statewide classifieds require a 10 day lead time.  
Reaches more than 340,000 households.

### STATEWIDE 2X2 ADVERTISING

Your ad is placed in 40 newspapers statewide, per issue for \$320.00. 2x4 - \$588. Call your ad sales representative for more information.  
Effective 01/01/09

### POLITICAL ADVERTISING

All political advertising is payable in advance. Each advertisement must contain a "Paid for" credit line.

### R.O.P. REQUIREMENTS

- Half tone screens: 65 to 100 line required.
- Ads measuring more than 19 inches in depth are charged as full page length. (More than 11 inches in a tabloid section.)
- All double trucks will be charged one additional column for gutter space. Minimum size for partial double trucks is 9 columns (Includes 1 column gutter) by 14 inches. (Tabloid minimum 7 column by 13 inches.)
- The Wave Publishing Production Department runs a Macintosh platform. We are using QuarkXpress, In-Design, Illustrator & Photoshop. Ads may be sent to us either camera ready, by CD, Flash drive or via email.

E-mail address: waveads@wasatchwave.com.

### TERMS/PAYMENT

Terms are net 30 with established credit. A late charge of 2% will be added to payments not received by the 30th of the month following insertion. The late charge percentage is equal to 24% per year. Agency discounts of 15% are available to accredited advertising agencies. Claims for error must be received by Wave Publishing within one business day of the date of publication to be considered for adjustment or credit.  
**All ads must be paid for in advance until credit application has been received by our accounting department and credit established.**  
**A cash in advance discount of 5% will be extended to accounts in good standing.**

### ADVERTISING DEADLINES

WASATCH WAVE  
Noon Friday

SUMMIT COUNTY NEWS  
Noon Tuesday

Straight-Line CLASSIFIEDS  
5:00 p.m. Friday

DISPLAY CLASSIFIEDS  
Noon Friday

REAL ESTATE  
Noon Thursday

LEGALS  
Noon Monday

Due to some holidays our deadlines may vary.