

Effective
October 1, 2009

DAVIS COUNTY Clipper

Your best source
of local news
since 1891

Advertising Rates

SIZE	1-12 WEEKS		13 WEEK		26 WEEK		52 WEEK	
	CLIPPER ONLY	CLIPPER & THIS WEEK	CLIPPER ONLY	CLIPPER & THIS WEEK	CLIPPER ONLY	CLIPPER & THIS WEEK	CLIPPER ONLY	CLIPPER & THIS WEEK
Full Page	\$1280	\$1840	\$1152	\$1656	\$1062	\$1527	\$960	\$1380
3/4 Page	\$990	\$1350	\$890	\$1215	\$822	\$1120	\$742	\$1012
1/2 Page	\$680	\$1000	\$612	\$900	\$564	\$830	\$510	\$750
3/8 Page	\$525	\$765	\$472	\$688	\$435	\$635	\$394	\$574
1/4 Page	\$360	\$520	\$324	\$468	\$300	\$432	\$270	\$390
1/8 Page	\$190	\$260	\$171	\$234	\$158	\$216	\$142	\$195
1/16 Page	\$110	\$140	\$99	\$126	\$91	\$116	\$82	\$105

All ad prices include full color. For black-and-white ad pricing, see your sales representative.

Pre-print Rates

Single Sheet	\$40/m
4 page tabloid	\$45/m
8 page Tabloid/4 page standard	\$50/m
12 page Tabloid/6 page standard	\$55/m
16 page Tabloid/8 page standard	\$60/m
20 page Tabloid/10 page standard	\$65/m
24 page Tabloid/12 page standard	\$70/m

PREPRINT REQUIREMENTS

- Advance notice must be given to the Davis Clipper at least twelve (12) days prior to day of distribution. Preprinted sections must be shipped prepaid to Davis Clipper, 1370 South 500 West, Bountiful, Utah 84010 six (6) days prior to day of distribution.
- Minimum size 5 1/2" x 8 1/2" • Maximum size 9 1/2" x 11 3/4"
Single sheet minimum weight 60# offset or 24# bond.
- Supplement line should be printed on all copies. "Advertising Supplement"
- Davis Clipper reserves the right to accept or reject any or all preprinted sections.
- Must be shipped flat on disposable skids weighing not more than 2,000 pounds per skid. Measurements for skids should be about 48 inches long by 40 inches wide. Maximum 60 inches high.

MECHANICAL REQUIREMENTS

Davis Clipper is a broadsheet page of 6 columns wide and 13.25 inches deep. Classified pages are the same.

DISPLAY ADS (ROP & Classified)

1 col. 1.632"	4 col. 7.028"	Std Dbl Truck
2 col. 3.43"	5 col. 8.826"	22" (Billed at
3 col. 5.229"	6 col. 10.625"	13 columns)

Discounts

There is a 5% discount for ads paid in advance.

Special Placement

Sticky Note/Front Banner
\$500

Inside Banner
\$300

We-print Inserts

The Davis Clipper will print and distribute your 8 1/2"x11" advertising flyers on your choice of 60# offset book white or colored paper. The full color inserts will be printed on 60# coated (gloss) paper.

	1 color 1 side 60# offset book Cost per m	1 color 2 sides 2 color 1 side 60# offset book Cost per m	2 color 2 sides 60# offset gloss Cost per m	Full color 1 side 60# coated gloss Cost per m	Full color 2 sides 60# coated gloss Cost per m
5,000 to 9,999	\$65	\$75	\$85	\$100	\$125
10,000 to 24,999	\$60	\$70	\$80	\$90	\$110
25,000 to 49,999	\$55	\$65	\$75	\$85	\$95
50,000+	\$50	\$55	\$65	\$75	\$85

The minimum order is 5,000 fliers. See your rep for details.

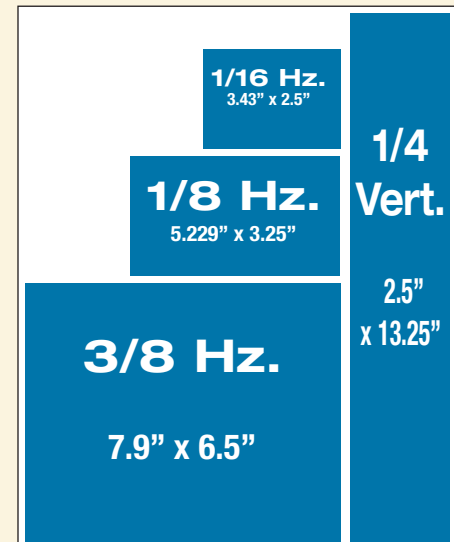
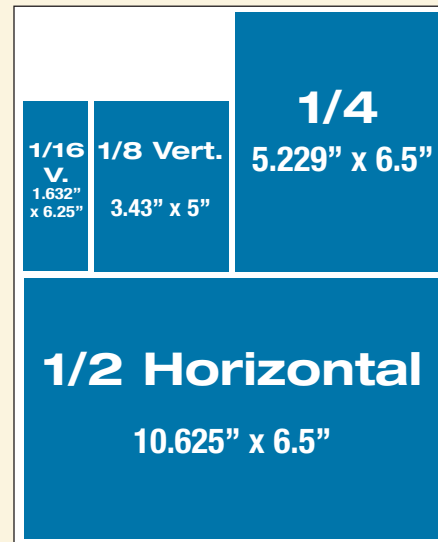
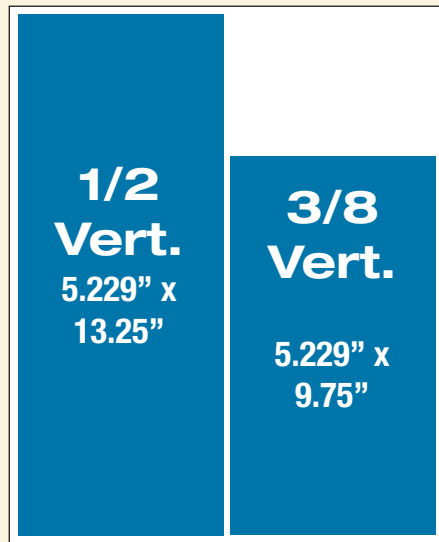
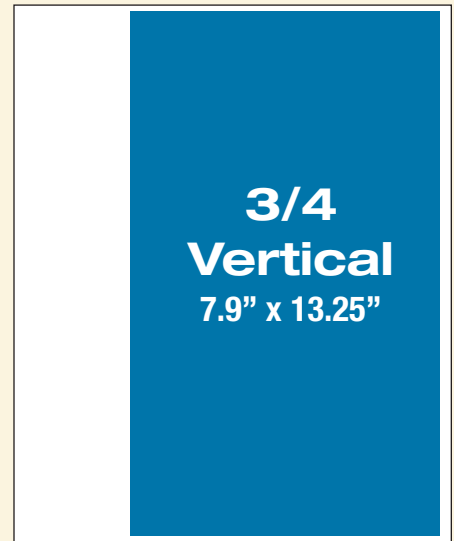
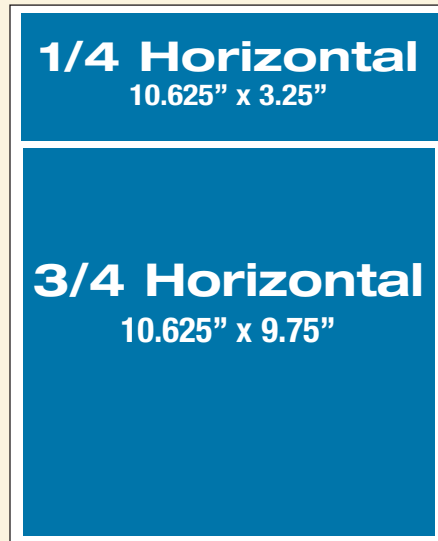
Deadlines

All Display Ads:

Monday Noon the week of publication

Classified Liner (Reader) Ad Deadlines:

Tuesday Noon the week of publication



Mechanical Requirements

Size (in inches)	Width	Height	Size (in inches)	Width	Height	Size (in inches)	Width	Height
Full page	10.625	13.25	3/8 page vertical	5.229	9.75	1/8 page vertical	3.43	5
3/4 page vertical	7.9	13.25	3/8 page horiz	7.9	6.5	1/8 page horiz	5.229	3.25
3/4 page horiz	10.625	9.75	1/4 page vertical	2.5	13.25	1/16 page vertical	1.632	5
1/2 page vertical	5.229	13.25	1/4 page horiz	10.625	3.25	1/16 page horiz	3.43	2.5
1/2 page horiz	10.625	6.5	1/4 page	5.229	6.5			