I. DISPLAY ADVERTISING (Per Column Inch)
A) Retail (Non-Commissionable) ........................................... $7.65
B) Political Advertising (paid in advance) .............................. $7.65
C) 52 Week ................................................................. $7.00
D) Contract Bulk & Frequency B&W (Commissionable) ........ $8.76
E) Contract Bulk & Frequency Color (Commissionable) .......... $9.00
F) Front Page Advertising ............................................... $15.30
G) Business Directory ...................................................... $16.45
H) Public Notices .......................................................... $8.00

- Max area subject to availability: 6 col. X 21"
- No political advertising accepted on front page
- *At least once per month & <500 column inches annually

II. NATIONAL ADVERTISING
Subject to 15% commission to recognized agencies .................. $8.83

III. CLASSIFIED ADVERTISING
Up to 20 words ............................................................ $7.75
21st & addn’l words ......................................................... $0.40
 Classified Minimum ....................................................... $7.75
 Border charge: ............................................................... $3.30
 Card of Thanks ............................................................ $20.00

IV. OBITUARIES
Per Word ................................................................. $0.36
Photo included. (color not guaranteed)

V. COLOR CHARGES
Full Color Per Ad ...................................................... $50.00

VI. CREDIT CARDS
We accept credit and debit cards.
Courtesy Fee ............................................................ 6% of purchase

VII. MECHANICAL REQUIREMENTS
Offset Printing
Col. Width 1.66 inch; 10 picas
9 points between columns
Column Depth 21 inches; 301 lines
6 columns per page
126 column inches per page

Col. Inches Picas
1.................. 1.66 ........... 10p0.8
2.................. 3.45 ........... 20p8.75
3.................. 5.23 ........... 31p4.75
4.................. 7.02 ........... 42p0.75
5.................. 8.81 ........... 52p8.7
6.................. 10.6 .......... 63p4.7

VIII. PREPRINTS
(Minimum $.09 1/8 pc.)
• Single Sheet Flyer (8½x11) ........................................ $157.50
• 4 & 6 pg. std. ....................................................... $166.75
(8 & 12 pg. tab)
• 8 pg. std. ................. ........................................... $171.00
(16 pg. tab)
• 12 pg. std. ................ .................. ...................... $175.00

IX. Tear Sheets
Legal original with notice ........................................ $0.00
Legal additional each ............................................ $2.00
Classified with publication order each .................. $2.00
Classified after publication order each .............. $5.00

X. Subscription Rates
County ................................................................. $36.00
Out-of-County ...................................................... $40.00
Out-of-State ......................................................... $44.00
Student Rate (9 Month Sub) .................. $36.00
Military ................................................................. $36.00

REGULATIONS AND CONDITIONS
A. EAST WASHINGTONIAN reserves the right to revise rates, terms or conditions by giving the advertiser 30 days written notice, if a revision occurs at a time other than around January 1 and July 1.
B. The subject matter, term, size, wording, illustrations and photography of all advertising is subject to the approval by the Publisher. EAST WASHINGTONIAN reserves the right to edit, reject or cancel any advertisement at any time.
C. OMISSION AND ERROR: Although the Publisher assumes no financial responsibility for typographical errors, if at fault, will reprint any portion of an advertisement in which an error has occurred that materially affects its value.
D. POSITION: Rates on this schedule are for run-of-paper (ROP) position. Request for special position will be given every consideration whenever possible. Special requests will be regarded as requests only.
E. EAST WASHINGTONIAN shall not be liable for any failure to print, publish or circulate all or any portion of an advertisement or of advertising lineage contracted for, if such failure is due to Acts of God, strikes, accidents, or other circumstances beyond the control of EAST WASHINGTONIAN.
F. The advertiser and the agency preparing or placing the advertisement each agrees to indemnify and hold EAST WASHINGTONIAN harmless from all liabilities and damages, and related costs and expenses (including reasonable attorney’s fees) resulting from publication of any advertisements of the advertiser. Any actions arising from this paragraph or from the advertising may be commenced and maintained in any court of competent jurisdiction in Garfield County, Washington.