



Advertising Rates – Berthoud Weekly Surveyor

Why read your local paper? Because it's a great place to catch up on what's happening —
in YOUR school

at YOUR town hall in your neighborhood

Be informed! What are you waiting for?

Why is advertising in the Berthoud Weekly Surveyor effective?

- Reach 2,000 homes each week and over 7,000 6X a year.
- 80% sales tax leakage
- Ideal demographics - higher salary and education averages
- Centrally located

Advertising Rate:

\$12.95 per column inch.

Includes ad design.

Contract Advertising Rate:

Business & Service Ads: \$20 per week, min.

4-weeks

Property Services: \$20 per week, min. 4-weeks

\$12.50 per column inch — 4 week contract

\$12 per column inch — 12 week contract

\$11.50 per column inch — 26 week contract

\$11 per column inch — 52 week contract

Contract advertisers are guaranteed their rates for the term of the contract. Contract advertisers who fail to fulfill their contract will be subject to a short-rate penalty.

Surveyor Website Advertising:

All ads run for 1 month.

Size 1 — 300px x 100px (mobile only) = \$250

Size 2 — 300px x 250px = \$400

Size 3 — 160px x 600px = \$500

Non-Profit Advertising Rate:

15% discount

Color Rates:

Use of color increases readership by 59%.

Full color additional \$200

Sold on an “as available” basis.

Contact your account manager for details.

Pre-Print/Insert Rates:

Single sheet 8 1/2 x 11 or less \$70/per 1,000

4 tab page \$90/per 1,000

8-12 tab page \$110/per 1,000

13-16 tab page \$150/per 1,000

17-20 tab page \$250/per 1,000

Pre-Print/Inserts must be delivered to newspaper 10

business days prior to publication date or directly to our offset printer. An additional charge of \$40/per 1,000 will be added for folds. Pre-Print/Inserts do not apply to contracts.

Legal Notice Rates:

\$8 per column inch, first week.

\$7.50 per column inch in subsequent weeks.

One column inch minimum.

Classified Ad Rates:

\$3 per line per week with a two week minimum. \$2 additional for boxed ad. 40 characters per line.

Deadlines:

Signed contract, ad dimensions and artwork must be sent to office by Friday previous to publication date at 5 p.m. and approved by Monday at 5 p.m.

Position:

Position requests will be honored wherever possible and guaranteed position is available at a 15% additional charge of cost of the space per insertion.

Cancellation Charge:

Any ads cancelled after composition of ad will be charged \$50 for composition.

Mechanical Requirements:

Page size – 5 column (2.44 inches each) by 21.25 inches. One pica space between columns.

Paper is printed offset.

Submission Requirements:

Advertisements and other copy may be submitted electronically by disk or e-mail. Artwork must be in the form of a PDF, TIFF, EPS or JPEG. We can scan artwork from business cards, previous advertisements, etc. — however artwork that is scanned tends to not reproduce as well as electronically submitted artwork.

General Advertising Policy

The Berthoud Weekly Surveyor reserves the right to revise or reject any advertising copy or illustration which does not meet its standards of acceptance. Ads simulating news will be labeled “Advertisement.”

A. The Berthoud Weekly Surveyor will be published every Thursday.

B. No advertisements will be placed without a signed contract or written email confirmation. Contract will designate the total price and the width in columns and exact depth in inches.

C. Liability for any newspaper error in an advertisement shall not exceed the cost of the space occupied by the error. The publisher assumes no liability for any advertising which is not published for any reason.

D. Proofs will be provided on all ads and require approval from the advertiser by Monday at 5 p.m. prior to publication.

E. Please request tear sheets in advance of publication with monthly bill. Back issue tear sheets of more than a month will be charged \$1 per issue.

F. Minimum ad space accepted, either locally or nationally: 1 Col. x 1 inch.

G. Interest of 1.5% per month (18% annual rate) will be charged on balances unpaid 30 days from invoice date. Advertiser agrees to pay all reasonable costs of collection.

Please send ads to becky@berthoudsurveyor.com

BerthoudSurveyor.com

440 Mountain Ave. Berthoud, CO 80513

Office - 970-532-2252 Fax - 970-532-5424

Covering all the angles in the Garden Spot

“In towns where there is a strong sense of community, there is no more important institution than the local paper.”

— *Warren Buffett*

“The media is a food chain which would fall apart without local newspapers.”

— *John Oliver*