



Broadsheet page ad sizes
Full page is 4 columns wide x 15.75" depth
Display advertising cost is \$8 per column inch
Classified ad rate is .25 per word
(Lost & Found, Job Postings and Briefs are Free)

<u>Paper wrap \$2000</u> (4) 12" pages Wraps around newspaper	<u>1/4 Page \$126</u> 2 columns x 7.875" depth 4 columns x 4" depth												
<u>Insert \$1536</u> (4) 12" pages Inserted inside newspaper	<u>1/8 Page \$32</u> 1 column x 4" depth (tall) 2 column x 2" depth (wide)												
<u>Full Page \$504</u> 4 columns x 15.75" depth	<u>\$8 Birthday Shout Outs</u> Must provide info. & photo												
<u>Half Page \$252</u> 4 columns x 7.875" depth	<u>.25 Per Word Classified Ad</u> Must Provide Info.												
<p>Ad Design Fee (optional): <i>*Design at the discretion of the Communications Publisher</i></p> <table style="margin-left: auto; margin-right: auto;"> <tr><td><u>Front Cover Wrap</u></td><td style="text-align: right;"><u>\$250</u></td></tr> <tr><td><u>Insert</u></td><td style="text-align: right;"><u>\$192</u></td></tr> <tr><td><u>Full Page</u></td><td style="text-align: right;"><u>\$63</u></td></tr> <tr><td><u>Half Page</u></td><td style="text-align: right;"><u>\$31.50</u></td></tr> <tr><td><u>1/4 Page</u></td><td style="text-align: right;"><u>\$8</u></td></tr> <tr><td><u>1/8 Page</u></td><td style="text-align: right;"><u>\$4</u></td></tr> </table>		<u>Front Cover Wrap</u>	<u>\$250</u>	<u>Insert</u>	<u>\$192</u>	<u>Full Page</u>	<u>\$63</u>	<u>Half Page</u>	<u>\$31.50</u>	<u>1/4 Page</u>	<u>\$8</u>	<u>1/8 Page</u>	<u>\$4</u>
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<u>1/4 Page</u>	<u>\$8</u>												
<u>1/8 Page</u>	<u>\$4</u>												

Subscription Rates: \$36 – one year
Advertising Deadline: Fridays at 4:00 p.m.
Ads must be 300 pixels and JPG or PDF

Column Measurements

1 column = 2.25"
2 columns = 4.6667"
3 columns = 7.0833"
4 columns = 9.5"

Checks Made Payable to:

Nez Perce Tribe
Attn: Communications
P.O. Box 365
Lapwai, ID 83540