

Legal Paper of Record - Berthoud CO
 Legal Paper of Record - Lyons CO

Winner | Colorado Press Association Awards

Publishes - Thursdays
Ad Deadline - 5:00 pm Friday

Mechanical Specs

Berthoud (Journal)	Lyons (Tabloid)
1 Column = 2.42"	1 Column = 1.90"
2 Column = 5.00"	2 Column = 3.98"
3 Column = 7.60"	3 Column = 6.05"
4 Column = 10.20"	4 Column = 8.12"
5 Column = 12.75"	5 Column = 10.20"
Full Page = 21.21"	Full Page = 13.62"

Dani White
 Marketing Account Manager
970-532-4238

marketing@berthoudrecorder.com

The Publisher reserves the right to reject any advertising. Position of ads is not guaranteed. When possible, advertiser's wishes will be fully considered. The Publisher reserves the right to place the word "advertisement" on any ad. No verbal agreement, changing in any manner the conditions or schedule of this rate card will be recognized. It is understood that and made part of any agreement under the published rates that the Recorder will not be responsible for omissions or typographical errors. In the event of an error, when requested to do so, the Recorder will give written notice to the advertiser stating the correction to be posted in the advertiser's place of business. In no instance does the Recorder assume any liability for goods sold at an incorrect price under any circumstances. Composition charges will be made for excessive changes or alterations from original copy. Advertisements created and ordered "killed" before the original publication date will be held no more than 30 days. If ad does not run within this period, composition charges will be assessed. The Publisher reserves the right to revise the rate schedule stipulated herein, should conditions demand. Billing: Accounts payable by the 10th of the month following publication. Finance charges of 1.5% per month will be charged on all past due accounts.

We accept cash, checks, MasterCard and Visa.

RATES

Display

Open Rate	
Berthoud	\$10 column inch
Lyons	\$ 8 column inch
Both Publications:	\$12 column inch
Special pricing for full, half and quarter page	

Local Contract Discount Rates

6 ad	10% discount
13 ad	15% discount
26 ad	20% discount
52 ad	25% discount

Color

Add 30%

Pre-Print / Insert Rates

Single Sheet	\$60.00 per 1,000
4 tab pages or less	\$80.00 per 1,000
8-12 tab pages	\$100.00 per 1,000
12-16 tab pages	\$140.00 per 1,000
16-20 tab pages	\$200.00 per 1,000

Line Classified

Per Line (minimum 2 lines)
 \$3.00 per week for first week
 \$2.00 per week after first week

Business & Service Directory

\$12 per week \$16 for both publications

Legal Notices (commercial rate)

Berthoud \$1.00 Per Line
 (14.5 picas) in 6 point type
 Lyons \$0.90 Per line
 (10.5 picas) 6 point type
 Minimum \$15.00

On-line advertising: Starting at \$30 per month
 Free when purchasing 26 or more print ads