

ADVERTISING RATES / DEADLINES

All ad copy/layout deadline is Monday, 1 p.m. prior to Wednesday publication. Advertisements requiring proofs must be received by Friday at 1 p.m. prior to Wednesday publication.

- **Display ad rate:** \$7.00/column inch
- **Display classified ad rate:** \$7.50/column inch
- **Color charges:**
 - One color, \$50;
 - Two colors, \$75;
 - Three colors (full-color CMYK), \$100

• Classified ad deadline is Monday, 1 p.m. prior to Wednesday publication. Classified ad rates are: \$6.50 for the first 15 words, 50¢ for each additional five words or portion thereof. For prepaid ads, additional insertions, up to four weeks, will be one-half price. If not prepaid, a \$1.00 billing fee will be charged. Please check your classified ad for accuracy the first time it runs. We are responsible for only one incorrect insertion.

• Preprinted inserts must be delivered by Friday prior to Wednesday insertion. For in-county insertion, 1,200 inserts are needed, at a cost of \$200/week. For all subscribers, 1,600 inserts are needed, at a cost of \$250/week.

Choteau Acantha circulation: 1,600

Contract rates are offered for volume advertisers who advertise a minimum of 200 column inches per year.

Display Contracts

200" Contract.....	\$6.65/column inch
300" Contract.....	\$6.40/column inch
500" Contract.....	\$6.00/column inch

Classified Display Advertising Contracts

200" Contract.....	\$7.15/column inch
300" Contract.....	\$6.90/column inch
500" Contract.....	\$6.50/column inch

**Call us for prices about web advertising on
www.choteauacantha.com**

SUBSCRIPTION RATES

- In-county subscriptions: \$34/year; \$25.50/six months.
- In-state subscriptions: \$40/year; \$30/six months.
- Out-of-state subscriptions: \$48/year; \$36/six months.
- Seasonal (multiple address) subscriptions: \$40-48/year.
- In-state college subscriptions: \$28/nine months.
- Out-of-state college subscriptions: \$35/nine months.
- Online only subscriptions (e-Edition): \$34/year.
- Online only college subscriptions (e-Edition): \$28/year.

****All paid print subscriptions include a FREE online subscription****

LEGAL NOTICE ADVERTISING

The Choteau Acantha is the legal publication for Teton County. Cost for legal notices are \$14 per folio (100 words) for first publication and \$12 per folio for all subsequent consecutive publications. Affidavits are provided upon completion of publication.

VISITORS GUIDE

The annual Choteau Acantha Visitors Guide is printed in early May. 15,000 copies are distributed statewide, targeting tourist areas such as Glacier National Park, Yellowstone National Park and the Flathead Valley. Issues are also sent to all newspaper subscribers and distributed locally. Ad copy deadline for this publication is March 31. Electronic version available on our website.

Call for current rates.

For more information or questions please contact Jeff Martinsen at:

Phone: (406) 466-2403 • www.choteauacantha.com
e-mail: tetonads@3rivers.net • acantha@3rivers.net

P.O. Box 320 • 216 First Ave. NW
Choteau, MT 59422



Rate Card



~ SINCE 1894 ~

"Published Once a Week ~ Read Every Day"

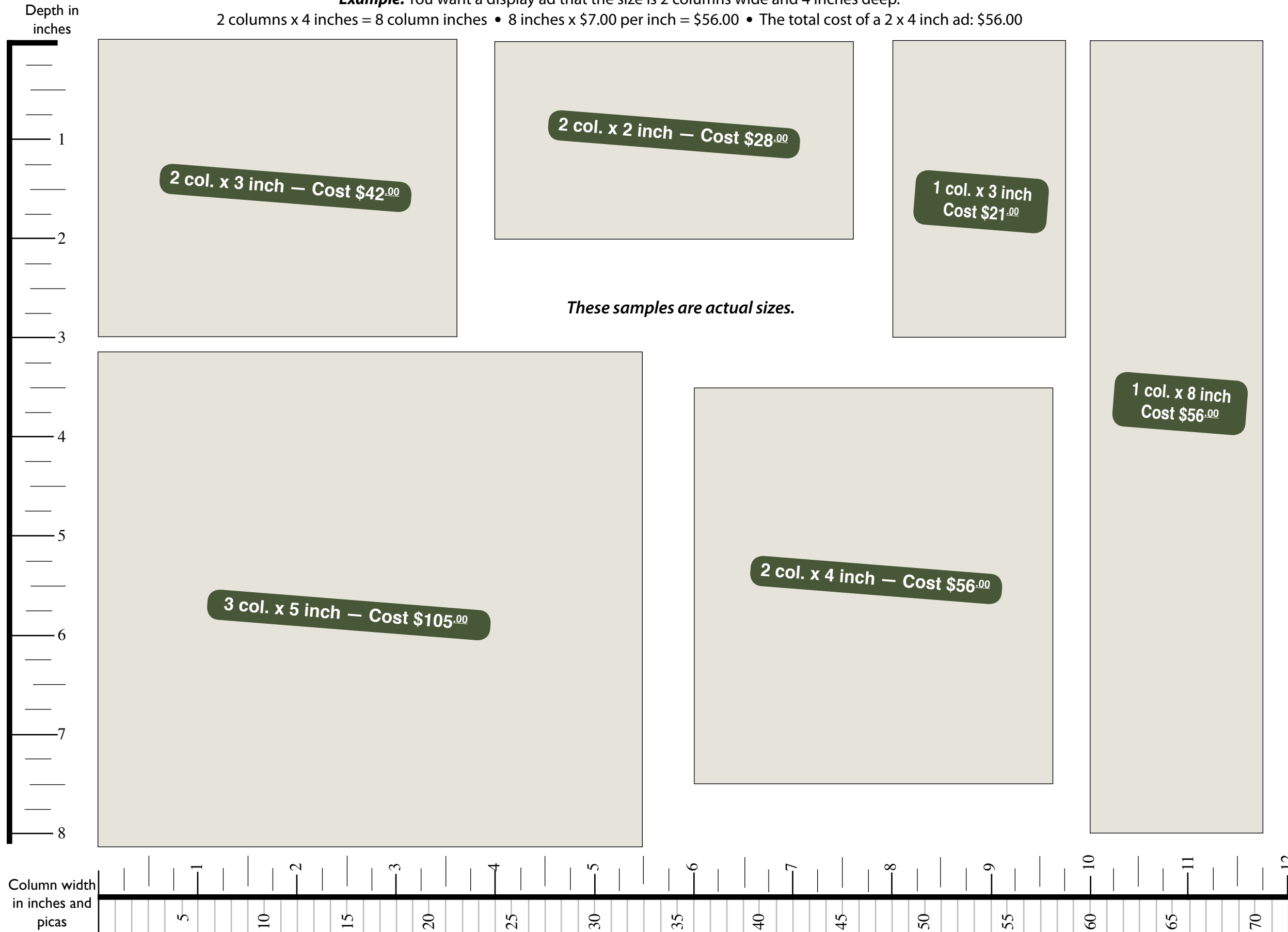
The official newspaper of Teton County, published every Wednesday.
Serving the communities of Bynum, Choteau, Dutton, Fairfield, Pendroy and Power,
and Augusta in Lewis and Clark County.

Sample Ad Sizes and Costs

To figure ad cost, multiply the number of column(s) by the depth, then multiply the price per column inch

Example: You want a display ad that the size is 2 columns wide and 4 inches deep.

2 columns x 4 inches = 8 column inches • 8 inches x \$7.00 per inch = \$56.00 • The total cost of a 2 x 4 inch ad: \$56.00



AD SPECIFICATIONS

The Choteau Acantha is a six column broadsheet publication. Each page is 6 columns wide and 21.2 inches deep.

Columns	Inches	Picas
1 column.....	1.75.....	10p6
2 column.....	3.625.....	21p9
3 column.....	5.5.....	33p
4 column.....	7.375.....	44p3
5 column.....	9.25.....	55p6
6 column.....	11.125.....	66p9

AD PLACEMENT

The right to classify, revise, edit or reject any advertisement is reserved to the publisher. It is agreed that the Choteau Acantha is not to be held liable for errors in publication.

PAGE REQUESTS

Page and position requests will be honored when possible, but will not be guaranteed.

CANCELLATIONS

Cancellation of advertising space is accepted without penalty until 1 p.m. the Monday before publication.

TERMS OF PAYMENT / CREDIT

- Advertising must be paid in advance unless prior arrangements have been made.
- You can pay with a credit card online at: www.choteauacantha.com.
- Billing and tear sheets (if requested) will be sent at the end of the month. All accounts not paid within 30 days will be subject to 1.5% interest or minimum \$5 rebilling fee.

Sample Sizes and Costs:

1/8 Page: 3 column x 5 inch	Cost \$105
1/4 Page: 3 column x 10 inch	Cost \$210
1/2 Page: 6 column x 10 inch.....	Cost \$420
Full Page: 6 column x 21.2 inch.....	Cost \$882