

**INDEPENDENT
COAST OBSERVER**

P.O. BOX 1200, GUALALA, CA 95445
707-884-3501 • FAX: 707-884-1710
display@mendonoma.com

**DISPLAY SPACES
RATES AND POLICY**

Rates current as of Jan. 15, 2024

(Supersedes all previous rate cards)

OPEN RATE.....\$16.40/COLUMN INCH
This open rate applies to all sponsors who do not qualify for other discount rates.

MONTHLY SPONSORSHIP RATE\$13.45/COLUMN INCH
This **monthly discount rate** applies if you sponsored space last month, or have an order on file for next month. Consistent publication works best, and earns you an 18% discount!

MONTHLY VOLUME RATE\$12.63/COLUMN INCH
Earn this **volume discount rate** every month in which you sponsor space totaling more than 100 column-inches, if you qualify as a frequent (monthly) sponsor. This is a 23% discount from our open rate!

BARRELHEAD™ PROGRAM.....\$11.81/COLUMN INCH
This economy rate is within the reach of every business. Earn this **substantial discount rate of 28%** if you: run your message every issue for three months (13 weeks), do not change your message during the three-month run, and pay for each 3 months of sponsorship in advance. For example, to sponsor a 2 col. x 2" (business card-size) space in the ICO every week is just 614.12 for 3 months.

CIVIC RATE\$11.97/COLUMN INCH
Civic and non-profit organizations may take advantage of this special discount rate.

POLITICAL RATE\$16.40/COLUMN INCH
For political messages, **payment in full must accompany copy**, and advertisers must be identified in accordance with applicable law. Space deadlines **must** be strictly observed.

NATIONAL RATE.....\$18.86/COLUMN INCH
This rate applies to bona fide advertising agencies, and is discountable at 15%.

PREPRINTED INSERTS..... \$369.60
Preprinted inserts up to 1.5 ounces per piece may be distributed as a part of the Independent Coast Observer. Preprinted inserts must be included with the full press run, with a **maximum dimension of 8.50" x 11"**, folded. Because of US Postal Service regulations, inserts may not have imprinted "Postage Paid" block.

FULL COLOR.....\$100.00
Flat charge per ad. Limited availability.

POLICIES:

Rates are for run-of-paper position. No extra charge is made for sponsored messages on the Barrelhead program in the Services, Auto Services, or Contractors sections, for restaurants and lodging on the Dining pages, or for real estate display messages on the classified pages. Other special positions will be considered a request only. The Publisher reserves the right to decline any request for space at any time prior to publication.

MECHANICAL INFORMATION:

PDF electronic files may be sent to display@mendonoma.com Column width 9.5 picas (approx. 1 9/16"), 1 pica between columns. Page width approximately 10 1/4", page depth 15". Line screens : 85 to 130.

CLOSING TIME AND PROOFS:

All display space orders must be submitted before **3:00 P.M., MONDAY BEFORE PUBLICATION** (or the previous Friday on the occasion of a federal holiday). Special advance deadlines may apply to holiday weekend issues or special sections. Entries may be proofed by prior arrangement. **Fax available: 707-884-1710.**

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DISPLAY SPACE RATES AND SIZES
Rates current as of January 15, 2024

EXAMPLES OF 1 - COLUMN SIZE

1 X 1 SIZE

Open Rate: \$16.40 per Space
Monthly Rate \$13.45 per Space
Barrelhead Rate: \$11.81 per Space
(3 months, no changes, prepay \$153.53)

**1-COLUMN SIZES ARE 9.5 PICAS
OR 1 9/16" WIDE**

You may also use half inch depths, e.g. 1x4 1/2"
The maximum depth is 15"
Entries over 13" are charged at the 15" rate

1 X 2 SIZE

OPEN RATE:
\$32.80 per SPACE
MONTHLY RATE:
\$26.90 per SPACE
BARRELHEAD RATE:
\$23.62 per SPACE
(3 months, no changes,
prepay \$307.06)

1 X 3 SIZE

OPEN RATE:
\$49.20 per SPACE
MONTHLY RATE:
\$40.35 per SPACE
BARRELHEAD RATE:
\$35.43 per SPACE
(3 months, no changes,
prepay \$460.59)

1 X 6 SIZE

OPEN RATE:
\$98.40 per SPACE
MONTHLY RATE:
\$80.70 per SPACE
BARRELHEAD RATE:
\$70.86 per SPACE
(3 months, no changes,
prepay \$921.18)

1 X 5 SIZE

OPEN RATE:
\$82.00 per SPACE
MONTHLY RATE:
\$67.25 per SPACE
BARRELHEAD RATE:
\$59.05 per SPACE
(3 months, no changes,
prepay \$767.65)

1 X 4 SIZE

OPEN RATE:
\$65.60 per SPACE
MONTHLY RATE:
\$53.80 per SPACE
BARRELHEAD RATE:
\$47.24 per SPACE
(3 months, no changes,
prepay \$614.12)

1 X 3.5 SIZE

OPEN RATE:
\$57.40 per SPACE
MONTHLY RATE:
\$47.08 per SPACE
BARRELHEAD RATE:
\$41.34 per SPACE
(3 months, no changes,
prepay \$537.36)

EXAMPLES OF 2 - COLUMN SIZE

2 X 2 SIZE

OPEN RATE: \$65.60 per SPACE
MONTHLY RATE: \$53.80 per SPACE
BARRELHEAD RATE: \$47.24 per SPACE
(3 months, no changes, prepay \$614.12)

2 X 3 SIZE

OPEN RATE: \$98.40 per SPACE
MONTHLY RATE: \$80.70 per SPACE
BARRELHEAD RATE: \$70.86 per SPACE
(3 months, no changes, prepay \$921.18)

2 X 4 SIZE

OPEN RATE: \$131.20 per SPACE
MONTHLY RATE: \$107.60 per SPACE
BARRELHEAD RATE: \$94.48 per SPACE
(3 months, no changes, prepay \$1,228.24)

2-COLUMN SIZES ARE 20 PICAS OR 3 5/16" WIDE

You may also use half inch depths, e.g. 2x4 1/2"
The maximum depth is 15"
Entries over 13" are charged at the 15" rate

2 X 5 SIZE

OPEN RATE: \$164.00 per SPACE
MONTHLY RATE: \$134.50 per SPACE
BARRELHEAD RATE: \$118.10 per SPACE
(3 months, no changes, prepay \$1,535.30)

2 X 1 SIZE

OPEN RATE: \$32.80 per SPACE
MONTHLY RATE \$26.90 per SPACE
BARRELHEAD RATE: \$23.62 per SPACE
(3 months, no changes, prepay \$307.06)

EXAMPLES OF 3 - COLUMN SIZE

3-COLUMN SPACE IS	30.5 PICAS OR	5 1/16" WIDE
4-COLUMN SPACE IS	41.0 PICAS OR	6 13/16" WIDE
5-COLUMN SPACE IS	51.5 PICAS OR	8 1/2" WIDE
6-COLUMN SPACE IS	62.0 PICAS OR	10 1/4" WIDE

You may also use half inch depths • The maximum depth of an ad is 15"
Entries over 13" are charged at the 15" rate

3 X 3 SIZE

OPEN RATE: \$147.60 per SPACE
MONTHLY RATE: \$121.05 per SPACE
BARRELHEAD RATE: \$106.29 per SPACE
(3 months, no changes, prepay \$1,381.77)

3 X 7.5 SIZE "QUARTER PAGE"

OPEN RATE: \$369.00 per SPACE
MONTHLY RATE: \$302.63 per SPACE
BARRELHEAD RATE: \$265.73 per SPACE
(3 months, no changes, prepay \$3,454.43)